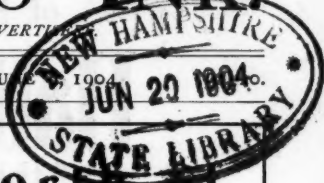


# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS

VOL. XLVII.

NEW YORK, JUNE 1, 1904.



## \$300.00 Worth of Judicious Advertising == Space Free ==

Judicious Advertising will publish six full-page advertisements of any Indianapolis newspaper proving that the INDIANAPOLIS STAR does not cover Indiana from "border to border" more thoroughly than Indiana is covered by any other newspaper, and the INDIANAPOLIS STAR will pay \$50.00 for each insertion.

### *The Conditions are Easy—Read Them.*

- First.** Judicious Advertising will conduct the investigation.
- Second.** The investigation will cover a period of two months, ending April 30, 1904.
- Third.** The successful contestant must prove as great a daily average net paid circulation (all returns deducted) for the above-mentioned period as the INDIANAPOLIS STAR.
- Fourth.** Judicious Advertising's representative shall have access to the circulation records of all parties concerned, including the INDIANAPOLIS STAR.
- Fifth.** One-half of the expense of the investigation shall be borne by the INDIANAPOLIS STAR, and the contesting paper, or papers, shall bear the other half.
- Sixth.** All newspapers desiring to enter into this contest must notify the Editor of Judicious Advertising of such intention within ten days from date of this issue of PRINTERS' INK.

The net paid daily average circulation of the INDIANAPOLIS STAR for the month of April, all returns deducted, was 76,953. This is 4,303 larger than claimed by the INDIANAPOLIS NEWS for the same period.

**C. J. BILLSON, Representative Foreign Advertising**

Tribune Building, NEW YORK—CHICAGO

Home Office: 58 Monument Place, Indianapolis, Ind.

# Thomas W. Lawson

of Boston and

## Hall Caine

of the Isle of Man

**I**N the July number of EVERYBODY'S MAGAZINE there will commence two features which will make it the most talked-about magazine in the world. The title of Mr. Lawson's articles is "FRENZIED FINANCE,"

### The Story of Amalgamated Copper

THOMAS W. LAWSON, in beginning his articles, states: "My motives for writing the Story of Amalgamated are manifold: I have unwittingly been made the instrument by which thousands upon thousands of investors in America and Europe have been plundered. I wish them to know my position as to the past, that they may acquit me of intentional wrong-doing; as to the present, that they may know that I am doing all in my power to right the wrongs that have been committed; and as to the future, that they may see how I propose to compel restitution."

HALL CAINE, in his new story, entitled "The Prodigal Son," presents a great elemental tragedy, wrought out with real force and pathos, and the book will create a great sensation. To commence the publication of a \$10,000 serial story in July is a bold departure from all precedents, but the sheer greatness of the book justifies the experiment.

## Everybody's Magazine

Gained 100,000 copies in twelve months and is keeping its quarter of a million circulation on merit. No cut-rates or premiums to get circulation. No patent medicine or objectionable advertising. The only general magazine which has an advertiser's contents for the benefit of its readers.

THE RIDGWAY-THAYER COMPANY, PUBLISHERS,  
UNION SQUARE, NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLVII.

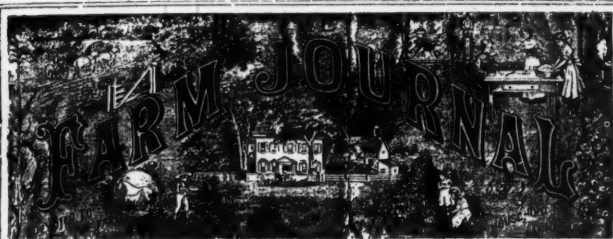
NEW YORK, JUNE 8, 1904.

No. 10.

## "UNLIKE ANY OTHER PAPER."

One hot day in 1862 a Quaker lad was binding oats on a farm in Montgomery County, Pennsylvania. A shower threatened. The oat-field lay back of the wood-lot. The sun beat down vertically. The oats were full of briers.

became more and more convinced that there wasn't such a thunderin' sight of fun in farming. The first harvester and binder were at least twenty-five years ahead in history. If the farm boy had been six feet tall and forty inches around the chest he might have made easy work of the oats. But he was



PHILADELPHIA.

PUBLISHED BY WILMER ATKINSON COMPANY, MAY, 1904.

VOL. XXVIII, No. 5.

Price, Five Cents.

Practical and Handy Farming.

Twenty-eighth Year.

The FARM JOURNAL is published monthly at No. 1012 Race street, Philadelphia, Pa., and is entered at the Philadelphia post office as second class mail matter, in accordance with the Postal Laws.

than one that does not. A more to the subscribers. A tool where or three

things going. There are always rainy days. If these are all done up he can read, think and plan for the sunshiny days that surely coming.

1904	MAY											
Sa.	Mo.	Tu.	We.	Th.	Fr.	Sa.	Mo.	Tu.	We.	Th.	Fr.	Sa.
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31								

**FAIR PLAY**  
We believe during these times of high prices for food and other necessities, it is fair to the farmer to have a fair price for his produce. The farmer should be able to get a fair price for his produce, and the consumer should be able to get a fair price for his food. This is the only way to keep the farmer and the consumer both satisfied.

High prices of nearly all kinds of food products make it hard for all but the rich to live in comfort. And yet the prices we get are not high in most kinds. The middlemen and the railroads take their share. A parcel of land enable farmers to send many directly to the consumers by mail. They do this in England and other countries of Europe.

### OUR BUSINESS METHOD

The FARM JOURNAL gives no advertising, no notices, no business advertisements, and does not devote any space to selling here and there. It is intended to single subscribers 8 pence for 10 cents in clubs, and ground revenue, for 40 cents 50 cents a year extra to Philadelphia subscribers, in each case requiring cash. Its neither a partisan publication, nor favors at the first fall, no issue to monopoly, and fair play to all men.

Twilight on the Farm  
The cows are coming through the clover meadow.

**HIGH FARMING AT ELMWOOD**  
BY JACOB BUCKLE  
No. 101

Anybody who has bound oats, of a sunny afternoon, before a shower, near the undergrowth of a wood-lot knows that a wood-lot under those conditions is just one of Nature's hothouses. He sees how she forces undergrowth.

It was hotter than the hinges of hades, and there wasn't a breath of air going, and as the lad worked he

neither tall nor over stout. By thinking hard on the subject he half concluded that mental work was his natural forte, not brawn, and when the oats were all set up this half opinion had become a definite conclusion.

On his way back to the house he struck into the garden, where his father was hoeing.

"Father, will thee lend me five hundred dollars?"

The hoe stopped slowly at the end of a row, and the elder looked off at the wood-lot for fully a minute as though he had not heard the question. It was a fearfully long minute to the boy.

"What will thee do with so much money, Wilmer?"

"Well, I've been thinking a long while about it, and I don't believe that farm work is what I can do best. The weekly paper over at Norristown is for sale, and the price is one thousand dollars. I want to be a newspaper publisher."

The lad's father again looked off toward the wood-lot, and the lad watched him anxiously. He had expected a refusal, and thought he saw it in his father's face. When the latter consented, therefore, the boy was so taken aback that he had no reply to make, but walked off to the house as reflectively as though his fears had been realized instead of his hopes.

Next week at the head of the editorials in the *Weekly Republican*, of Norristown, Pa., appeared the name of new publishers—Atkinson & Jenkins. It stayed there two years, during which the senior publisher was also typesetter, advertising manager, circulation man and motive power for the Washington hand-press. The junior publisher was Howard M. Jenkins, also a farm boy who afterwards became a well-known literary man. Then the firm separated and young Wilmer Atkinson departed for the larger field of Philadelphia, where he ran an advertising agency. He did not run it far, however. Presently the Quaker boy was looking around for a new field. In all the State of Delaware there had never been a daily newspaper. So the firm of Atkinson & Jenkins was reorganized and established in Wilmington the *Daily Commercial*, which was the only daily in that field for more than five years. Then competitors appeared, and there was rivalry enough to make things decidedly interesting for everybody. After several years of the contest it was plain that Wilmington had too many dailies, so there

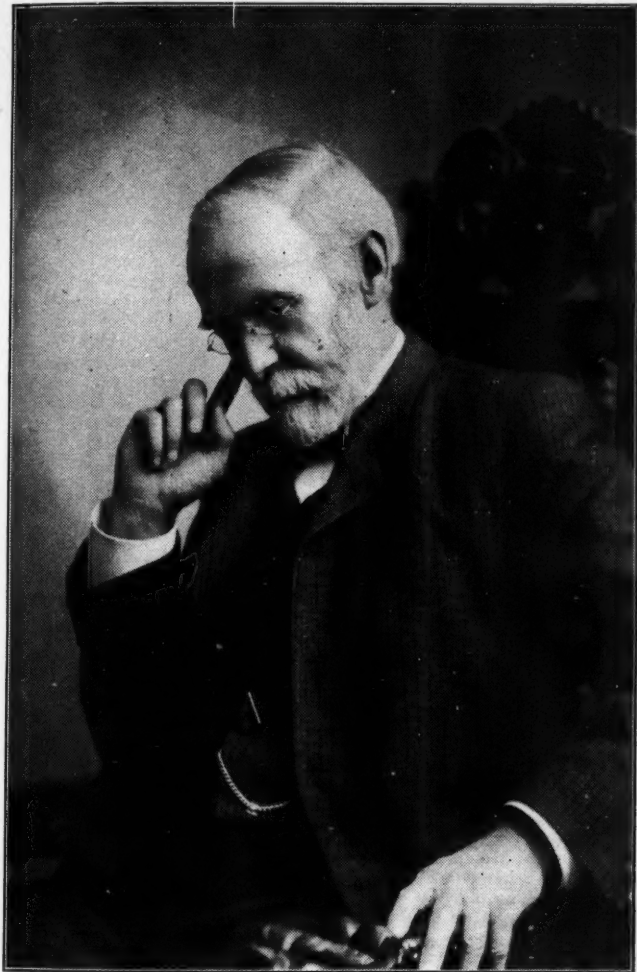
was a consolidation. The *Daily Commercial* was absorbed by a rival, and is still a part of the title of the Wilmington *Every Evening*. Wilmer Atkinson, with his farm training and fifteen years' experience in printing, publishing, writing and advertising, then returned to Philadelphia and founded the *Farm Journal*.

The first issue appeared in March, 1877. The subscription price was twenty-five cents a year, and the publisher canvassed county fairs in person for subscribers the following fall. There were not many agricultural papers in those days. The cheapest sold for four times the price of the newcomer. The first number had twelve pages and an edition of 25,000 was printed. Only a local circulation was sought. John Wanamaker, just starting his Philadelphia department store, was one of the first advertisers. From the outset the *Farm Journal* had a definite policy. All its predecessors dealt with live stock, poultry and crops. The *Farm Journal* treated these products, too, but more than anything else it dealt with the human animals on the farm. Another plank in its platform prohibited soliciting of advertisements. His experience as a solicitor in Wilmington had made the publisher so sick of that detail that he resolved that he would never ask any one for business direct, and though in the twenty-seven years since then the *Farm Journal* has always been kept prominently before advertisers by means of trade journal publicity and clever literature, it has never employed a solicitor. Quack medicine advertising was omitted from its columns at the beginning, as well as questionable announcements of every sort, and in 1880 appeared over its editorials a "fair play" notice informing subscribers that losses incurred through dishonest advertisers would be made good by the publisher.

"PRINTERS' INK" stated some weeks ago that the *American Agriculturist* was first to adopt this policy," said Mr. Atkinson recently. "While I wish to take no credit from Orange Judd, who was



a source of inspiration to me, I culation was not so rapid at the think it would be difficult to start, but when we got a subscrib- show in the early files of his jour- er he stayed on the lists until he nal a notice so sweeping as ours. died, and then his children took For ten years the *Farm Journal* his place. It often required sever-



MR. WILMER ATKINSON.

was, with perhaps the exception of al copies for the children. In no the *Ladies' Home Journal*, the only year have more names been dropped publication to print such an agree- than came in. I have always been ment. careful to maintain the original

"The growth in the paper's cir- dress and form of the *Farm Jour-*

*nal.* You don't want the face of your friend to change, and the same principle holds good with a publication. Young folks read the paper as children, grow up and marry and go away. Some day they run across the *Farm Journal* again, and there is the face of the friend they knew in childhood."

The *Farm Journal* has always been a reflection of the personality of homely, honest Friend Atkinson. From the beginning he has been chief editor. Articles have been boiled down to paragraphs, paragraphs to aphorisms, and all have had the tang of the soil. The readers of the *Farm Journal* have long been known as "Our Folks." The "How not to do it" of farming is embodied in a comical character known as "Old Peter Tumble-down," whose barn leaks, whose stock is lean and ill cared for, whose hens steal their nests and who spends enough money for whiskey and tobacco every year to buy his wife a real silk dress and send his children to college. For twenty-five years "Jacob Biggle" has taught right farming to the men in its columns, and "Aunt Harriet" has given thrifty counsel to the farm women. Enough good poetry from the masters of English literature has been printed between articles to make up a large compendium, and the shrewd common-sense and practicality, coupled with its genuine individuality, have made the *Farm Journal* a true reflection of its motto, "Unlike any other paper."

In point of circulation the *Farm Journal* so far exceeds any other publication in the agricultural field that it has no competitors. The average issue for 1903, as stated in the Roll of Honor, was 544,676, and the publisher now has his eye upon the million mark as an ideal. Quantity, however, is far from being the most notable element of the little paper's circulation. The agricultural press is peculiarly sectional. The average farm paper covers either a small group of States or a certain group of agricultural specialties, as dairying or poultry-raising. The *Farm Journal* is probably the only agricultural pa-

per in the world of general scope. Its circulation covers every State and Territory, as well as Canada and foreign countries. Quite a respectable showing is made by the Australian mailing list. This widespread growth is due entirely to its human element. Any copy of the paper plainly reveals the reasons of its success.

Wilmer Atkinson was born sixty-three years ago in Bucks County, Pa. All his ancestors on both sides were farmers since William Penn's time. In the *Farm Journal's* offices at 1024 Race street, Philadelphia, he not only performs most of the editorial work, but is also circulation manager. In 1893 the Wilmer Atkinson Company was formed, with his nephew, Charles F. Jenkins, as secretary and treasurer. Mr. Jenkins is advertising manager, and responsible for the paper's activity in this direction. His ability is widely recognized. In April, the present year, Mr. Atkinson's mainstay in the editorial department, B. R. Black, died suddenly, and after almost a quarter century of his help his loss is felt keenly.

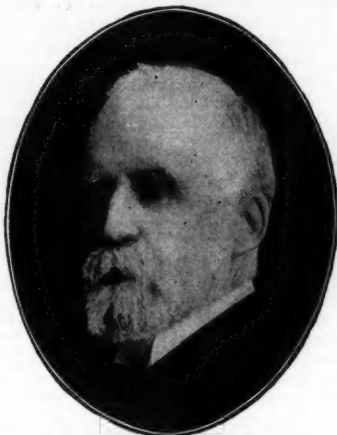
The editorial matter in the *Farm Journal* has always been grounded on actual farm conditions. "We make the paper seasonable," says Mr. Atkinson, "and follow the cycle of farm work month by month. 'Practical, not fancy farming,' is our motto, and readers are given the identical information they want at the moment they want it. My boyhood experience on a farm has been valuable, but in the first years of the *Farm Journal* I saw that it was impossible to be in touch with the human side of farming at a city desk. To interest agricultural people you must be with them in mind and heart. It doesn't do to pretend. So I bought a farm, and have since spent all my summers there, surrounded by farm folks. I carried this further. Every year I took trips through the great Western agricultural States, getting acquainted with farm people and farm methods. More than half our readers are in the West. Conditions are radically different there

(Continued on page 8.)

*Little Lessons in Publicity.—Lesson 38.*

## GEORGE P. ROWELL

The  
Greatest  
Authority  
on  
Newspaper  
Advertising  
in the  
World



Publisher  
PRINTERS'  
INK  
and  
the  
American  
Newspaper  
Directory

**SAYS:**

"**THE WASHINGTON STAR** is one of the ten or twelve best papers in America. Any man picking the best list of papers for advertising any given article, high-priced, low-priced or medium-priced, would place **THE STAR** on that list every time."

"**THE BALTIMORE NEWS** is credited with the largest circulation of any newspaper South of Philadelphia. It is the only Baltimore daily that furnishes to the American Newspaper Directory a satisfactory statement of its actual circulation."

"**THE INDIANAPOLIS NEWS** covers Indiana from border to border more thoroughly than any other newspaper covers any other State in the Union. **THE NEWS** is one of the few papers that has furnished a detailed statement of its net circulation from the first issue to date."

"**THE MONTREAL STAR** is 'Canada's Greatest Newspaper.' It is credited in the American Newspaper Directory with a larger circulation than any other English daily paper in the Dominion of Canada. Reaches the homes of the money earners and spenders."

"**THE MINNEAPOLIS JOURNAL** I hear highly commended on all sides." (Mr. Rowell and every other advertising authority knows that **THE JOURNAL** is the high-grade paper in Minneapolis; that practically every copy "goes home"—the advertiser's dividend ground.) Has a larger home circulation and carries more advertising than any other daily in the Northwest.

**M. LEE STARKE,**

Manager General Advertising.

Tribune Building  
New York

Tribune Building  
Chicago

from those in the East, and I never went away from home that I did not learn many new things. Of recent years, though, I have been compelled to give up these trips, owing to the increase of office work here and the conduct of a large farm. Until 1899 the paper was printed by contract with outside printers, but the steady growth in the subscription lists brought a condition where this method was clearly outgrown. Then we put in a perfecting press that prints, folds, pastes and trims 40,000 copies daily. This press was made the basis of a widespread subscription campaign, five-year subscriptions being sought. In 1880 I stated that all the farm papers in the country with circulations larger than the *Farm Journal* could be counted on the fingers of one hand. Even then we had ceased to be a local paper. In 1881 we announced our intention to get 100,000 subscribers. We got them by 1884, and made the claim that no other farm publication had so many. Our subscription books were opened for examination as proof. They have never been closed since. In 1885 we headed the *Farm Journal* toward the 200,000 mark. This was reached in 1891, and then we set the million mark for a goal. In 1902 we won the seventh PRINTERS' INK sugar bowl after a contest among the leading agricultural papers that was as spirited as any previous competitions. The *Farm Journal* never decries its contemporaries, never scraps with them, for the very good reason that it is not jealous of their success, has never seen anything to quarrel about. No farm paper can get along better than I hope it will. There is a great deal of wear and tear in fights between the brethren, and nothing is gained by such contests, but oftentimes much injury is done to both combatants.

"The *Farm Journal* says something and then stops. It is cheerful, wants everybody to have a good time, likes a grin better than a groan. It hits the nail on the head. No quack ads are taken, so it is clean and needn't be hid from the youngsters. It stands up for

the rights of farm people and insists that they must have seats at the first table. The low subscription price—seventy-five cents for five years—is based on the fact that daily papers containing twice as much matter are sold in all cities for a cent. We can sell just as cheaply to the farm folks. No farm paper of commanding circulation realizes to the publisher over a cent a copy; and why should it? The penny paper has the field in the towns and cities; why should farmers pay more? Many farm papers are furnished at less than a cent a copy."

JAS. H. COLLINS.

#### A COSTLY WAY TO ADVERTISE.

It never pays for any reason to be so anxious to get a job that you're willing to do it without profit. To do one job without profit, hoping to make it up on the next, is a mistake. I've heard some put it this way, "Yes, I did the job at cost; it'll be a good advertisement." That man's fooling himself. Make a profit out of every job you do. When you want advertisement, go to the newspapers and buy it. The best advertisement I found outside of newspapers, mailing cards, booklets, etc., is prompt attention to business, doing good work, but always at a profit. I never forgot that it is best to be on the safe side when estimating; better to make a profit than a loss. There's no pleasure in doing a whole lot of work and being the big dealer of your town, unless you make some money.—*Bidding for Trade, the Robert Graves Co., New York.*

PEOPLE interested in paper and printing ink because they have to buy them, will also be interested in the *Ambassador*, a quarterly publication issued in the interests of the Niagara Paper Mills, Lockport, N. Y.

## WANTED

### Back Copies of Printers' Ink

Vol. I.	No. 18 and 24
" II.	" 1 to 10 inc. and 21
" V.	" 2, 3, 4
" IX.	" 23 and 24
" X.	" 3
" XL.	" 6 and 22
" XXXI.	No. 10
" XLVI.	No. 1, 4, 6, 10, 11 and 12
" XLVII.	No. 3

Look over your back numbers; fix your price and let me know what it is.

THOMAS BALMER  
Advertising Manager

The Butterick Publishing Co., Ltd.  
Butterick Building, New York



## IN PHILADELPHIA

It is estimated  
there are about

**230,000 Homes.**

# THE BULLETIN'S

circulation  
which during the month of  
April averaged

**182,679 Copies Daily**

**reaches each evening a majority of these homes.**

The Bulletin's circulation figures include only the copies taken and paid for. Exchanges, copies used by employes, and all copies damaged, or returned as unsold, are omitted from the figures of the stated circulation.

**WILLIAM L. McLEAN, Publisher.**

*"In Philadelphia nearly everybody reads The Bulletin."*

## LONG DISTANCE AD-WRITING.

How anyone can produce successful advertising matter for an advertiser living in another city is a problem by which many business men profess themselves baffled. That this is done, however, is an indisputable fact, for a large amount of high-class advertising is turned out by ad writers who have never met their patrons face to face, or studied their propositions on the spot.

The secret of the matter lies in the co-operation of an experienced, keen-witted, practical advertising man with a merchant who is willing to furnish complete and definite data about his business. When either party to this combination is lacking, long-distance advertising is a dismal failure. With both working in harmony, the results are signally successful. The propositions which ad writers doing business with distant patrons have placed before them are certainly wonderful. Some business men seem to possess a child-like faith in the omniscience of the advertising man, and supreme confidence in his ability to make bricks without straw.

Here is a man in Manitoba, for example, who encloses a Chicago ad writer a check in payment for a series of follow-up letters on a brand of tea, giving nothing more than its name as data. Of course, the ad writer could imagine its attributes, and write three letters on the subject; but these, of necessity, lack the point and force they would have possessed had the merchant told him whether the tea was black or green, cheap or expensive, sold in packages or bulk.

The merchant who expects good results by mail from an ad writer should take him into his confidence, and give him a great deal of information that it would not be advisable to tell the public. The ad writer should have the same inside knowledge that an attorney demands in conducting a lawsuit. He should know:

1. Just what your proposition is

—all the facts about it that can be given.

2. Just whom you want to reach—the approximate number of people—their circumstances, habits, nationality, etc.

3. Just what your competitors are doing to reach this class.

4. What mediums (publication and otherwise) you want to use—how much you are willing to spend on circulars, booklets, mailing cards, etc.

Of course, all this information will not need to be given for the writing of a single ad, but it covers the ground with which the ad writer needs to be familiar before he is competent to take charge of your publicity with intelligence and success.

Many men expect the ad man to take all the business burdens off their shoulders, instead of getting into harness with him, and pulling together for prosperity. They think that he is not earning his money if they give him exhaustive information that will lighten his labors.

C. E. WALTERS.

THE *News*, a progressive weekly paper published at Northfield, Vt., is described in a booklet that also deals with its territory. The *News* is eligible to the Roll of Honor.

"WALKING GEAR" is a characteristic sign appearing over hundreds of shoe shops in the Philippines, says *Shoe and Leather Facts*, and in some instances the signs read "Human Shoes."

## WHAT THE AMERICAN NEWSPAPER DIRECTORY WANTS.



A DEFINITE STATEMENT.



# THE LADIES' WORLD

## For Profit use The Ladies' World

There are many advertisers whose business we want for THE LADIES' WORLD and to whom our publication will give handsome returns.

Reputable advertisers who wish to reach good buyers are the ones that can get space in our columns.

**Goes  
Into  
Half a  
Million  
Homes**

Our readers understand that fakes and snap offers are not to be found in THE LADIES' WORLD, therefore they have confidence in what they see advertised in its pages. The very fact that we keep our columns clean and honest means that reputable advertisers get good returns from their space in THE LADIES' WORLD.

New advertisers will find that THE LADIES' WORLD can be made profitable for their advertising in any medium can. Write for particulars to

**S. H. MOORE & CO., Publishers,**  
23-27 City Hall Place, New York.

# THE LADIES' WORLD



## WEEKLY AD CONTEST.

## FIFTEENTH WEEK.

In response to the weekly ad contest sixty-one advertisements were received in time for report in this issue of PRINTERS' INK. The one here reproduced was deemed best of all submitted. It was sent

what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be



**Meadow-Gold Butter.**

Meadow-Gold Butter is made in the world's cleanest creamery, of pure cream from cows fed in the richest pasture lands of the West. From the pasture to the churn, and throughout the whole process of making, only the most approved methods are employed, and every precaution is taken to ensure and maintain, without variation, the highest possible quality. That the purity and delicacy of flavor thus obtained may be preserved under all conditions, every pound of Meadow-Gold Butter is sealed in an airtight, odor-proof package, lined within and sealed without. No charge for the package.

Ask your grocer for it.

THE CONTINENTAL CREAMERY COMPANY  
843 LIBERTY AVE.

in by F. H. Beyer, St. Mary's, Pa, and it appeared in the *Pittsburg Dispatch*, of March 21, 1904. A coupon was mailed to Mr. Beyer as provided in the conditions which govern this contest, viz.: Any reader may send in an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send

stated. A coupon good for a year's subscription to PRINTERS' INK will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business. The sender must give his own name and date of the paper in which the ad had insertion.

MANY pictures and few words is the principle of a commendable summer booklet from the Hotel Beulah, Lake Beulah, Wis.

DIPOLENE, a dip for sheep and hogs, is effectively presented in a handsome illustrated booklet from the Marshall Oil Co., Marshalltown, Iowa.

**EVERY EVENING NEWSPAPER**

sending the name and full address of its business manager will receive by return mail an unusually attractive proposition. Only one daily in each city will be considered and that the leading evening daily. Address

**ARTHUR HOWARD,**

271 Skillman Street, Brooklyn, New York.

## THE QUALITY STORE OF PHILADELPHIA.

Department store experts say that there are probably no large firms in the world who sell goods of a higher grade than these four:

Whiteley's, London.

B. Altman & Co., New York.

Strawbridge & Clothier, Philadelphia.

Marshall Field & Co., Chicago.

Of these stores the largest is Marshall Field & Co.'s, with about twenty acres of floor space. Next in size comes Strawbridge & Clothier's, with seventeen acres. The Philadelphia firm has made noteworthy enlargements the past few years, one very striking instance of growth being furnished by the men's clothing department, which has increased business from \$100,000 a year to nearly \$1,000,000 and become an immense separate store of itself.

The Strawbridge & Clothier advertising is probably neater in general appearance than that of any other departmental house in the United States. The Philadelphia daily papers favor tasteful display. They are well printed, and the typography of the big shops in the Quaker City is even better than that of Chicago, long cited as a model. As for the New York department store's typography, nobody seems to have a good word for it. Hardly any New York daily except the *Times* is decently printed, and when Philadelphia or Chicago advertising men ask the New Yorker for his defense he has nothing to say.

J. W. Morton, Jr., for six years advertising manager of Strawbridge & Clothier, believes that the general typographical style of a department store's advertising has a great deal to do with results. There must be an effect so familiar to readers that they will never confuse one store's advertising with another's. If that style is neat, well and good, but even a tasteless style steadily followed is better than one without distinction. To change the general make-up of a store's advertising every few weeks, striving after novelty, amounts to beginning all over again

each time and the loss of cumulative advertising value.

"It is a common occurrence for people to come in this store and ask for things they say were advertised in the Strawbridge & Clothier page," he says, "when as a matter of fact we never advertised that particular article at all. They have seen it in some other ad. The distinctive ad couples the thing advertised with the store. We use one face of type throughout the body of our ads, with two or three sizes of display type, all the same face. White space is employed liberally, and the whole effort is for neatness. A new detail just introduced is the name of the firm on each dash separating the different offerings. Illustrations are used sparingly, sometimes for ornament, sometimes to graphically show the article advertised.

"A quality store stands for high prices in the popular mind. When it advertises to attract the quality clientele it must naturally eschew many of the sensational methods of the 'bargain' store. We try to overcome the high-price notion. This phase of our advertising is very interesting to me. I think that bargain advertising makes a better impression on certain classes than bargain prices. Here's an instance that proves it. We had a large lot of sofa pillows in a grade regularly worth 50c., but the color effects were not quite right and we marked them at 25c., yet they didn't go. So we finally sold the lot to another store that is known for sensational price advertising. Two days later they had a special sale of sofa pillows at the unprecedented price of '41c., reduced from \$1,' and people mobbed one another to carry them off. I have visited 'bargain' stores in this city during sales when crowds bought muslins all day long at the bargain price of eleven cents a yard, when we were selling the same fabrics regularly at ten cents. The high-price tradition associated with a quality store is pretty hard to overcome. In lines of goods that really have quality, however, the high-grade store sells as cheaply as the bargain store. The high-



carriage trade. In this city most advertisers make a point of starting the week with their biggest offerings. A large business on Monday usually means a quiet Tuesday. Wednesday is another fairly good day. Thursday is a little slack, and Friday is generally the quietest day of the week. This was formerly the case in New York and Chicago stores, but in those cities Friday has been made the busiest day of the week through advertising and good values. The condition has not been changed here. Saturday is the best day of the week next to Monday—a day for shoes, clothing and ready-to-wear goods. If there are one or two rainy days in the middle of the week Saturday is sometimes the busiest day, exceeding Monday sales. Advertising may be ever so effective, but it won't pull people out on bad days. Every rule in department store publicity must be taken in connection with the weather report.

"Philadelphia stores have been a little slow, I think, to appreciate the difference between morning and evening copy. Until lately most Philadelphia firms made a practice of printing the morning ad in the afternoon papers of the same day. Of course, it was measurably stale by the time even the earliest afternoon editions were in the hands of readers, for much of the stock might then have been sold. Now, however, the evening papers carry the offerings for the following day, plainly marked 'To-morrow.' The Philadelphia morning papers have a tremendous hold upon certain conservative readers. Some time after we began to print the largest part of our advertising in the *Evening Bulletin* one of these conservatives came to me with a complaint: 'I say, Morton, why don't you print the ad in the *Public Ledger*?' Goodness gracious, by the time I get home with the *Bulletin* my family finds it too late to go down town. We want to know what's being sold in the morning, man!' I then showed him that the ad he took home in the *Bulletin* was plainly marked 'To-morrow.'"

## 1903 A RECORD YEAR

FOR THE

## Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 71 lines. The Tribune lost 860 columns 212 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

### The average circulation for

1903 : Sunday, 191,317;

Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

## Increase Your Sales

USE

## Silverware for Premiums



International Silver Co.

Factory "C,"  
Bridgeport, Conn.

# ON THE QUESTION OF KEYING. NEW YORK, May 28, 1904.

Editor of PRINTERS' INK:

I read with considerable interest the article in PRINTERS' INK of May 25th, entitled "New Standpoints on Keying," quoted from *Woman's Herald for Men*.

Being diametrically opposed to the logic therein contained, I am constrained to reply, feeling full well the responsibility for my action; for, if my surmise be correct, the article in question was either written or inspired by one, than whom there is no better expert on matters of advertising, generally. But on this particular question of keying, I must take exception.

Let us dissect the article—analyze it—and treat the different phases separately.

In justification of his contention, he whom we shall hereinafter term the Expert, cites a specific hypothetical case, viz: Suppose the advertiser orders "378" as an address number, this number acting also as a key. The periodical inserts the number as "373." It is supposed, for argument's sake, that this error has resulted in no loss to the advertiser whatever, either in orders, or ability to tell which publication the wrong number referred to. It is contended by the Expert that the advertiser ought not ask for any redress whatever, much less a free reinsertion of the ad. It is also cited that supposing this error occurred in a \$4,000 page ad in the *Ladies' Home Journal*, would it be fair to demand a subsequent insertion free because of the innocuous error?

The nocuity or innocuity of the error and the high price of the ad has nothing to do with the case. The same conditions should obtain in the case of a \$4,000 ad as in a \$25 one. The principle involved is identical. It is simply a question of the proper carrying out of a contract agreed upon between the publisher and the advertiser, and if the publisher fails to carry out his part to the letter, why should the advertiser be expected to pay, unless he is willing to overlook the error of his own volition?

When it is considered that advertising to-day is done by system, that it is aimed to keep account of returns as accurately as possible, and that the miskeying of an ad is liable to cause no end of trouble and annoyance by throwing the advertiser's calculations all out of true, the value of having the key correct can be better appreciated. The writer believes that the majority of business men, in asking for the reinsertion of a miskeyed ad, do so, not for the purpose of getting something for nothing, but to get what was contracted for. It would be a poor business man who would not insist upon that.

The Expert further states that "among the man's arguments for reinsertion is usually the statement that altering the keying device of the advertisement has made it impossible to identify from which periodical the replies come." He also states in effect that "when an inquiry is made into the subject it is found that utilization of the wrongly printed number or letter has had no effect on the number of articles sold, nor made it

difficult to identify the periodical from which they came, respectively."

In answer to the first part of the preceding paragraph, no one is better qualified to say whether or not the error has resulted in making it difficult or even impossible to clearly identify the periodical in question, than the advertiser himself. And his word is as good as anyone's. As to the latter section of the paragraph, I do not see how the said inquiry into the man's business could have been made without the advertiser's permission, or an order from the court. Obviously an advertiser who makes a wrong claim will not give his permission to the publisher to examine his books. However, this is digressing from the main question as to whether the contract was faithfully performed, upon which the question of reinsertion hinges.

"Granted," says the Expert, "for the sake of argument, that the advertiser whose key is omitted by error is entitled to reinsertion, what right has he to the replies, the letters, which come in answer to the non-keyed ad? Not paying for the announcement, he possesses no rights to the results it produces. Only the results coming from the subsequent insertion equitably belong to him; the earlier replies belong, in logic, to the publisher, who prints the first advertisement gratis."

To show the shallowness of this logic it is only necessary to point out the fact that the advertiser had no part, either in the making of the error, or in the circulating of the publication; that he gave his order in the first instance in good faith. The onus of the blame, therefore, rests upon him who was responsible for the error. The replies, etc., which came in response to the non-keyed ad belong to the advertiser by virtue of their being the result of an advertisement ordered in good faith which was not printed in accordance with the order, and over whose appearance the advertiser had no control. Furthermore, he has the right to whatever results might have come from the ad in question, because they are intimately connected with his own business and no one's else. If he hasn't the right to them, no one has. Here again might be asked, "Was the contract fulfilled, or was it not?" Upon the settlement of this question pivots the right or wrong of the matter.

Another statement by the Expert is: "Frequently, when the keying sign is omitted, the very fact of its omission enables the apparently wronged advertiser to key the particular advertisement in question, since replies coming in answer to it are the only ones that are not keyed in some manner."

Besides being irrelevant to the question of the advertiser's rights, there remains a considerable element of doubt as to the foregoing statement being a fact. It is well known that many replies to keyed ads have the key omitted by the parties answering the ads, so that it is impossible in such cases to tell just which publication should be credited with those particular replies, unless the inquirer or customer mentions the publication by name, which is also fre-

quently neglected. The advertiser is then of necessity compelled to exclude the non-keyed inquiries from his calculations, and place them in a class by themselves. It can therefore be seen that the fact of the publisher failing to print the key is not always a blessing in disguise, nor is it a sure indication that all the non-keyed replies come from his particular publication.

In his article, the Expert admits this much: "That in cases where the publisher has omitted the key to an ad, the advertiser has not received his full rights technically, perhaps." He then adds that "it would be a poor specimen of humanity that would insist on reinsertion when the omission of the key has not altered the situation one bit." Rather a poor opinion of our business men, for insisting on receiving their rights!

The facts of the matter, in the opinion of the writer, are these: Business men, as a rule, are men of honor. To achieve lasting success in almost any calling, honorable dealing is an essential requisite. When man deals with man and is dishonest, he is soon found out and is shunned by his fellows. This is bad for his credit and his reputation, which are both valuable business assets.

Again, the successful business man has a system. Everything is done by method—by rule. The cogs of every wheel fit well one within the other, figuratively speaking, so that his organized force may work without hitch or friction. In the routine of business the business man must sometimes appear harsh, to some perhaps unreasonable. He is simply enforcing the rules, without fear or favor. Should he show leniency here and overlook a fault there, either within or without his establishment, those from whom he has a right to expect the faithful performance of certain duties, might soon lose respect for their responsibilities. His sole purpose in introducing system, in maintaining discipline, in enforcing the rules, in holding to strict account any one who has a duty to perform, in being a stickler for detail, in looking beyond the immediate hardship that might be entailed upon an unintentional wrongdoer, is his desire to keep abreast of his competitors, for the upbuilding of his business, for the prompt and well serving of his clientele—a most commendable desire, it must be admitted.

Is it any wonder then, that the advertiser, who spends so much for the commodity, should insist upon getting that for which he has contracted? I am quite sure that if the writer in *Woman's Herald for Men* will give the matter due thought, he will admit that he who purchases the best services of any one, has the right to insist upon getting those best services down to every little detail, even at the risk of appearing harsh or unreasonable. Yours truly,

I. G. FISCHER.

719 East 140th St.

THE economy of shoe trees is clearly shown in a folder from the Eskro Mfg. Co., Brockton, Mass. The text is brief, and the article is demonstrated with pictures that win attention through their human element.



Published at 125 East 23d Street,  
NEW YORK.

## The American Queen

Under its new management offers more and better service for the money than any other domestic publication issued in this country.

New features will be added, its present departments will be brought as near to perfection as possible and its aim will be to reflect the tastes and character of the best types of American Homes.

**CIRCULATION:**  
**300,000 and upward.**  
**RATE:**  
**\$1.50 PER AGATE LINE.**

After an \$500 trial the R. T. Booth Company have given the following testimonial:

"THE AMERICAN QUEEN:  
GENTLEMEN—Nothing we have ever advertised the Hyomel Soap in has given us so good results as the AMERICAN QUEEN for the money expended. Yours very truly,

THE R. T. BOOTH CO."

Dictated by J. E. C.



## DEPARTMENT FOR MANUFACTURERS AND WHOLESALERS.

*By Edmund Bartlett, 150 Nassau St., New York.*

The changes in business life are almost as relentless as those in social life. We constantly hear of old "conservative" houses going out of business because they can no longer make money. Others are coming to be known as "back numbers" or "dead ones," because they cannot or do not feel disposed to offer what younger, more aggressive, rivals are giving in the way of quality, price or service.

It can readily be seen that these changing conditions are to a very large extent due to advertising.

Advertising used to be considered only as an instrument for reaching consumers through newspapers, magazines, etc. The high character of the advertising done by many large manufacturing and wholesale houses nowadays in reaching their trade was a thing almost wholly unknown some years ago. And it may be remarked in passing that in many respects the conditions governing this kind of advertising are even more difficult than those which govern the reaching of consumers through newspapers and magazines.

It is an exception indeed to find large manufacturing and wholesale concerns to-day that are not doing *some* advertising to make the house or its brands more widely known and thereby facilitate the work of the traveling man—or that use advertising as a selling force in itself.

The idea that goods can be sold on a large scale and the name and fame of the house placed upon the highest pinnacle entirely through the work of salesmen seems to have been pretty generally exploded.

Back of the active, aggressive *personal* work of the salesmen so necessary in almost all lines of business must stand the element of *publicity*, which can only be obtained through good advertising—if the goods are to be marketed on

a quick, wide scale. Word of mouth is not in itself sufficient.

It is the failure of many old-time houses to take into account these changing conditions which are largely responsible for their displacement by younger rivals.

A certain man of my acquaintance came to this country twelve years ago. He could not speak a word of English. The first night he slept on a park bench. But he was a hustler—a methodical hustler. He secured various odd jobs until he actually rose into the position of buyer of a line of dress goods in one of the largest houses in the country.

The sale of these goods was practically controlled by a few large concerns. His instinct as a salesman however, told him that a profitable share of this business could be secured by a new house with moderate capital and hustling ability. It was not necessary that the goods should be better. If they were up to the required standard and were strongly pushed, they would sell readily enough.

Following this reasoning he embarked in a business and cut right into the trade of the old-established houses who considered that they had a monopoly on these particular goods. Mind you, the goods were not better or the prices lower—he simply *hustled round and did more talking*.

He is now getting to the point where his business is assuming more than local proportions. In creating a wider market for his goods he realizes that there is a limit to personal solicitation. Besides, it is not feasible for him to cover the entire country with salesmen, and even where his salesmen go, his house is yet so little known that the salesmen must go into a long-winded argument every time they sell a bill of goods.

He is therefore shrewd enough to



see that he must *advertise*. And so, by means of good advertising he is making his brand so thoroughly well known that, within a comparatively short time, it will come about that when his salesmen approach a retail merchant all unnecessary argument and explanation can be cut out and buyer and seller can get down to business without friction and loss of time.

His advertising campaign will also bring him many direct orders from dealers in points not easily accessible to his own traveling man or to those of his competitors.

In the course of many long years a substantial increase in business should come naturally—but the modern tendency is to look for quicker results.

Excellence in itself will not sell goods—at least in a big way. Publicity or advertising, whichever you choose to call it, must be back of it all.

The good old days when the buyer blithely hunted up the seller have gone forever.

All of us who sell must now get out and seek those who buy. We must search out new business and hold a tight grip on the old. We just keep moving or quit.

Business development is largely a matter of making goods at least equal to anybody else's, and of putting up the strongest argument about them.

Few concerns have any real superiority over others in their line—yet one or two houses forge ahead while others stand still.

Usually the fault is not in the goods, but in the manner of exploiting them.

All of this advertising philosophy is plain enough to anybody who will give the matter five minutes' thought—yet if you approach many manufacturing and wholesale houses with the suggestion that they supplement their salesmen's work with a campaign of modern advertising, they will tell you: "When our salesmen cannot sell the goods it's time for us to get better men."

Which is entirely beside the mark.

## BOYD'S CITY DISPATCH

Addressing, Mailing,  
Delivery and  
Special List Agency.

E. J. WILLIAMS, Mgr.

16 Beekman St., New York.

The oldest, largest and most successful  
agency for circular advertising  
in the world.

Delivery of circulars, catalogues, pamphlets, samples, etc., addressed or unaddressed in New York City and Brooklyn.

Addressing of envelopes, wrappers, postal cards, etc., wrapping, folding, inclosing and mailing Facsimile type written letters reproduced Envelopes addressed and letter headings filled in by typewriter.

Our special lists can be procured only at this office. We have no agents or branches for the sale of lists.

Boyd's special lists of manufacturers, jobbers, supply houses, retailers, professional, residential, financial, foreign, local and miscellaneous classifications, complete and condensed to responsible and prominent selections.

List catalogue sent on application.

We give below a few representative lists, which we are prepared to furnish in the form of typewritten copies, alphabetically arranged by state, city, town and individual or concern, complete street address where required and marked to indicate responsible concerns. These lists are forwarded, charges paid by us, on receipt of amount specified.

2,552	Department Stores, . . .	\$7.50
1,721	Wholesale Notions and Novelties, . . .	7.50
3,621	Mail Order Houses, . . .	10.00
3,890	Sporting Goods, . . .	7.50
3,450	Photo Supplies, . . .	7.50
2,792	Whol. and Mfg. Confectioners, . . .	7.50
752	Five and Ten Cent Stores, . . .	3.50
2,714	Wholesale Hardware Dealers, . . .	7.50
2,242	Mill Supply Houses, . . .	7.50
191	Gunpowder and Dynamite Mfrs., . . .	3.00
129	Slot Machine Mfrs. and Dirs., . . .	2.00
2,740	Electrical Supplies, . . .	7.50
1,289	Engineers' and Machinists' Sup., . . .	5.00
2,140	Resp. Carriage and Wagon Mfrs., . . .	7.50
821	Exporters and Export Com., . . .	5.00

## DAILY NEWSPAPER INVESTIGATIONS.

## X.

## FALL RIVER, MASS.

Fall River is the largest cotton mill center in the United States, is accorded a population of 104,863 by the last census and is situated about 50 miles from Boston, 22 miles from Providence, R. I., and 13 miles from New Bedford.

The docks exhibit a busy scene, as there are steamers arriving and leaving at all times for many ports. Four evening dailies are published, three English and one French. The business manager of one pronounced the place "a bum newspaper town" and said, "No morning paper has ever succeeded in securing enough patronage from the local advertisers to keep it running." For a newspaper town Fall River is unfortunately situated. It is too close to Providence and too near to Boston and not far enough away from New York. From all these cities its citizens are able to obtain papers they like better and at no higher price.

Taking the newsboys for a start, each one interviewed said he sold more *Globes* than any other local paper, with the *Herald* second.

The first citizen I addressed told me that the best paper was the *Globe*, according to circulation, but none of them were ever "hawked" on the street. For street sales he said the *New York Journal* "had them all beat by a mile."

The man in charge of the City News Company said he did not know anything about the local papers and explained that about twelve years ago some one was making a similar investigation and he gave all the information wanted, and there arose so much trouble over it that he swore he would never know anything any more.

A newsboy said that in the morning the *Boston Globe* sold best, with the *Boston Post* second.

A policeman standing on a corner said he would not dare give an opinion as to which paper is best.

The next newsboy I talked with said he had more calls for the *Boston Herald* than any other paper except the *Boston Post*, of which he was then sold out, and said he had sold that morning 48 *Boston Posts*, 25 *Heralds* and 18 *Globes*.

On visiting the office of the *Fall River Herald*, the business manager asked if I was trying to revive Rowell's Advertising Agency. He said he had made circulation statements to all the other directories, but not to Rowell's. He had never read **PRINTERS' INK.** His circulation average was, he said, about 6,500. The Directory gives it an "I" rating, which means exceeding 1,000 copies. The *Herald* had tried to run a morning paper, but it had died through lack of advertising.

On leaving the *Herald* office the reporter encountered a newsboy with a big bundle of papers, who handed out a *Providence Journal*. I saw an unusually large number of *Providence Journals* in evidence, but the newsboys seemed to

be selling more Boston papers—particularly the *Post*.

Calling on the advertising man of one of the largest department stores and one of the largest advertisers in the city, he said he had only taken charge during the last three months and while he found that the *News* reached the better class of people and was a first-class medium, he thought the *Globe* reached more people and of the class that his store catered to; said that his firm uses the same space in each of the four papers, about half a page.

The largest clothing dealers in the city thought the *Globe* the best paper. It brought splendid returns. The *L'Indépendant* was also used with gratifying results, reaching practically all the French people in town. These people also said the *News* was a good medium, but did not reach the class of people they catered to and besides was very independent; it was the oldest paper and was read by the higher classes of people.

At the office of the French paper, the *L'Indépendant*, I was informed that the publishers had always made statements to Rowell's Directory and always intended to do so. Its average issue for 1903 was 3,401 copies daily. It, like all the other Fall River papers, has a strictly home circulation, barring about 300 copies sold in stores and on newsstands. The publisher said he knew exactly where every copy went to except these 300. This paper has a mail circulation of about 600 copies in New Bedford, 13 miles away, a great many Canadian-French being employed there. It is asserted and generally believed that this paper goes into nearly every French home in Fall River. It carries a fine line of foreign advertising.

The next clothing store I consulted was the Besse-Russell Co., operating under the Besse System. The manager stated that the *Globe* was the best advertising medium. He thought the *News* too independent and stiff and unwilling to accommodate; said the French paper was a fine medium, but not as good as the *Globe*. This firm issues its own booklet and other printed matter, some of which is very fine.

The advertising manager of the largest high-grade department store stated that he had only taken charge lately; his store catered strictly to the higher element and these people were only reached through the *News*. He had found results very satisfactory. Besides the *News* this firm used the *Herald*, and it was giving good results. They did not use the *Globe*, because there had been some trouble, but he did not know what it was, neither did any one else in the store, at least that is what they said.

One of the leading furniture dealers, Frost & Atwood, said that while they used all of the local papers he did not know which was the best or whether they brought any results.

At the *Globe* office the reporter was received by the business manager, who said they had not made a statement for some time to Rowell's Directory, but would do so. The *Globe* has in the course of erection a 50x100 5-story fireproof building on the principal street

which when completed will compare with the finest in the State, and the offices, according to the manager, will be the best equipped offices in America. A 3-deck Goss or Hoe 24-page press is to be installed in the new building. This building is to be ready for occupancy in October.

The *Globe* claims to have more local and foreign advertising than any of the others, but an examination of the others shows that they carry just about as much. One local advertiser has been with the *Globe* thirty-four years.

John M. Deane's department store is probably the only one which uses the *News* alone. He has done so for forty years and would not now think of changing.

The *News* was left till the last and it proved to be well that this had been so arranged, as the call there developed a whole bunch of trouble. As soon as introductory remarks were made, a flow of language set in from the manager that was not at all complimentary to Rowell's American Newspaper Directory. It was to the effect that the Directory published a wrong statement of the *News*' circulation after a sworn statement had been sent. The manager was simply wild, but after his anger had cooled down (and the reporter had removed his overcoat, as the temperature had risen marvelously inside the office) he stated that he had a 7,000 daily circulation and it went to a strictly high-grade class of people, and then named several advertisers who had been with the *News* for over twenty-five years. It is a peculiar feature of the Fall River papers that no one of them has more want ads than the others.

An examination of the American Newspaper Directory shows that the *Evening News* claimed to have published an average issue of 5,343 copies in the year 1897 and that no satisfactory circulation statement has ever since been received from that office, although unsatisfactory ones have come in and there has been correspondence on the subject showing wherein the circulation statements were less definite than they should be, but the faults were not remedied. The Directory accords the *News* a "G" rating, which means an average issue exceeding 4,000 copies daily. The next higher letter rating would be "F," which means an average issue of 7,500 copies, and this it would appear the *News* does not claim.

The *Globe* sent in a satisfactory circulation statement showing an average issue of 6,686 in 1901. Since then no satisfactory statement has been received from that office and it is perhaps reasonable to suppose that it does not at the present time print quite so many.

The pages of the Directory show that no information about the circulation of the *Herald* has been received since 1901 and that statement was unsatisfactory in that it was not signed, was not dated, was not given with sufficient attention to detail and did not specify the time supposed to be covered by the report. At an earlier date the Directory accords two question marks (??) to this paper which are explained as follows:

(??) This sign is mainly applied in cases

where a publisher expresses himself as dissatisfied with the rating accorded, but unwilling (or at least failing) to convey information that will warrant a higher rating.

It is apparent from what has been written that the advertiser who would reach all the people of Fall River must use all four of the papers and that probably the *Globe* prints most copies, the *News* has a somewhat higher grade of circulation, *L'Independant* goes to between three and four thousand industrious working people, who are moderately certain to take no other paper, leaving the *Herald* to be mentioned last. It is even more reticent about the number of its issues than either the *News* or the *Globe*. The only Fall River daily that is open and aboveboard about its circulation is the French paper, *L'Independant*.

#### DETROIT, MICH.

Detroit, the metropolis of Michigan, has a population near 300,000, the best harbor on the Lakes and a ten-mile water front. A greater tonnage passes through the Detroit River than into Liverpool. The city is a manufacturing center, making machinery, engines, automobiles, stoves, boots and shoes, cars, drugs, ships, etc. It should prove a profitable field for the general advertiser.

Detroit has two morning papers, *Free Press* and *Tribune*; three evening papers, *News*, *Journal* and *Times*; two German dailies, *Michigan Volksblatt* and *Abend-Post*; also the daily *Legal News*. Besides these there are the *Sunday Free Press*, *Sunday News-Tribune*, *Sonntagsblatt* and *Sunday Volksblatt*.

At Partridge & Blackwell's, one of the leading departmental stores, a floorwalker said the *Free Press* was the leading morning paper and the *News* had the largest circulation in the evening. Another man in the same store said their firm dealt largely in popular priced goods and the *Times* was a good paper for that class of advertising because it went to the members of the labor unions. The firm frequently use full pages in the Sunday issues of the *Free Press* and the *Sunday News-Tribune* and also use space in the two German papers. This firm probably buys more space in the local papers than any other store in Detroit.

In Hudson's Big Store one floorwalker thought the *News* brought better results for weekdays and the *Free Press* for Sundays. When asked which paper he took home at night he said the *Journal*. He said he didn't know much about the *Times*.

A clothing salesman in the Traver-Bird Co. said the firm advertised in the *News*, *Journal* and *Times*. When I examined a copy of the *Abend-Post* I noticed they use large space in that paper also. I did not see any in the *Volksblatt*.

Mr. McDonald, of the McDonald Clothing Co., thought the *News* was the best for weekdays and the *Free Press* for Sunday. When asked about the home quality of the different papers he said: "If I take home a *Journal* I want a *News*, too, to get the rest of the news,

but if I have the *News* I have to read but one paper." He said the *Journal* was all right but the *News* had more reading matter. A floorwalker in the same store said he read one paper that beat them all—the *New York Times*.

The man in charge of the newsstand in the M. C. R. R. depot said he sold all the papers of Detroit, Chicago and New York. After thinking a while he "guessed the *Free Press* was the leading paper." He said the *News* was the biggest evening paper.

A newsboy said he sold more *Free Presses* than any other morning paper. In the evening he sold about 40 *Newses*, 10 *Journals*, and 6 *Timeses*.

At the *News* office H. S. Scott, business manager, said that Detroit was a one-paper city and that the *News* was the paper. He said the *News* had a circulation of 115,000 and that no other paper in the city touched that figure within 50,000. The *News* carried twice the advertising of any other Detroit paper, and charged twice the rates for it. The *News* appears to get the bulk of the want ads among the evening papers, having from three to four columns more than its closest competitor. The *News* sells on the street for one cent and is delivered to homes for six cents a week.

Mr. Scott said the *Tribune* was a high-class morning paper with a sworn circulation of 24,000 copies. He said there had been an increase of 10,000 in two and one-half years. The *Tribune* has gained a great country circulation since the new rural routes have started. The *Tribune* is an accepted business men's paper, going to the offices early in the morning and having a special financial section. It sells on the street for two cents or ten cents a week. It also carries a number of columns of want ads—almost equal to the *News*.

The *Sunday News-Tribune* claims to be the only metropolitan Sunday paper in Michigan, and asserts that it now has a circulation of 65,000, which they say is 14,000 higher than the highest claims of their only Detroit competitor. It has a sporting section and many other attractive features. Its price is five cents and the boys say it is a mighty good seller. It runs about even with the *Free Press* in the race for want ads.

W. B. Low, business manager of the *Journal*, said that paper's average net circulation for March was 61,769. While the *Journal* claims a high-class circulation it must draw upon the masses for its main support, as there are but about three or four thousand of the higher classes in Detroit. The *Journal* does not agree that samples and exchanges should be counted as bona-fide circulation. The *Journal* refuses objectionable advertising and aims to be a clean home paper. Mr. Low claims there is practically no duplication of circulation with other papers. The paper sells at one cent on the street and six cents by the week. There is an average of about seven columns of want ads in the *Journal*.

At the office of the *Free Press* I saw Mr. Meiser, the business manager, who said the *Free Press* was both a home and a business men's paper, but that

nearly all went to the homes. Street sales do not amount to a row of pins, he said. They have a bigger country circulation than the other morning paper. PRINTERS' INK's Roll of Honor accords it a rating of 42,918. There seems to be but very little difference in the quantity of want ads carried in the *Free Press* and *Tribune*—each has an average of about ten columns. The *Free Press* sells on the street for two cents and is delivered all over the State for ten cents a week.

Mr. Meiser said the *Sunday Free Press* had a larger circulation than the *News-Tribune*, especially up-State. He showed some receipts from the M. C. R. R. for \$250 in payment of a special train which they have together with the *Tribune*, which he claimed was about 60 per cent of the cost of the train. He said the postoffice receipt, which was for \$337, was about \$70 higher than for the same date of last year. The *Sunday Free Press* is a non-sensational paper and reaches the middle and upper classes.

A newsboy said the *Times* sold the best to workmen. I asked why. He said: "Because the *Times* sticks up for them."

B. B. Schermerhorn, business manager of the *Times*, said the *Times* was managed by the three Schermerhorn brothers. Jas. Schermerhorn is managing editor, and Chas. Schermerhorn city editor. He said they had put the *Times* on a paying basis and built up a big circulation in less time than any other Detroit paper ever had. The *Times* is the working men's friend and is well patronized by the labor unions. Its circulation is practically all within Detroit. The circulation for the first three months of 1904 was 28,167, a gain of 5,056 over the same period of last year. It carries about three columns of want ads and is pretty well patronized by the local merchants. It sells at 1c. on the street, 6c. per week.

A large drug store manager thought the *Times* brought good results from the working classes.

A clothing dealer said the *Times* couldn't be beat for reaching the masses.

A gang of twenty workmen at a large automobile works sang out in chorus for the *Times*.

One newsboy I asked said he told 55 copies of the *Free Press*, 50 *Tribunes*, 206 copies of the *News* and 30 *Journals*, all delivered to regular patrons at night.

A large clothing firm making a specialty of \$15 suits and overcoats use about equal space in the *News*, *Journal* and *Times*. They said the *Times* brought them good results from the members of the labor unions.

I called at one of the advertising agencies and was informed that the *Free Press* was the leading paper of Detroit and Michigan though it had not the largest circulation. The *News*, they said, had the largest circulation and carried the most advertising. The German papers, they stated, each had a good circulation and were well patronized by local advertisers. Though they could not say positively, they thought the *Abend-Post* was the better paper. There is a good deal of rivalry between the *Volks-*

blatt and the *Abend-Post*, each claiming the lead in circulation. This agency thought the German papers were quite necessary in a campaign to cover the entire city of Detroit, as there are a lot of Germans in Detroit who cannot read the English language.

At the office of the *Legal News* S. W. Curtiss gave me a copy of the weekly and one of the daily issue. The weekly is in magazine style and claims a circulation of 2,600. It is the official organ of the Michigan State Bar Association and gives all Supreme Court decisions. The daily is a four-page sheet 13x19. It contains items on law, real estate, mining, finance, etc. Mr. Curtiss said a great many people thought that the *Legal News* went to lawyers exclusively, but a large number went to bankers, wholesalers, real estate dealers and others who found it necessary to keep track of court doings. The circulation of the daily is said to be about 1,640 copies. The price is \$6 per year delivered or \$8 when mailed. I asked Mr. Curtiss why he did not make a definite statement to the American Newspaper Directory and he said: "The people our paper goes to all know what it is or give it credit for having a bigger circulation than it has, so what is the use of undecieving them?" He said their experience with Rowell's Directory had not been satisfactory, that it never gave them the rating that the figures submitted warranted. When I explained to him that he had not given the daily details, he said they never keep account of the exact number of copies printed each day and thought it was a lot of humbug. They never have sought foreign advertising. He said the American Newspaper Directory was woefully weak on legal papers, there being about fourteen in the United States not listed therein. I did not learn what issue of the Directory he had referred to; but I know he did not have the 1904 edition. The *Legal News* sells at 5c. for the daily and 10c. for the weekly.

I went to a wholesale newsstand where all the principal papers of the country are sold to the newsboys and retail stands. The boy in charge told me the Chicago papers sold faster than any other outside papers. Sales run in the following order: *Record-Herald*, *Tribune*, *Inter-Ocean*, *Chronicle*. These all sell at 5c. on the street or 25c. the week. The *American* sells in a large way at 2c. or 10c. the week. The sales of the Chicago Sunday papers are not very large the boy told me.

New York papers sell in the following order: *Herald*, *World*, *American*, *Telegraph*, *Sun*, *Times*, *Tribune*. All sell at 5c. or 25c. a week. New York Sunday papers have a pretty good sale. The *Buffalo Courier* was the only paper of that city they sold. Boston is represented by the *Herald* and *Globe*. The *Cleveland Plain Dealer* and *Leader* have a pretty good sale.

This same young man at the wholesale stand said Detroit papers sold in the following order: In the morning the *Free Press* and *Tribune*, in the evening the *News*, *Journal* and *Times*; and of

the Sunday papers, the *Sunday Free Press* and *News-Tribune* run about equal.

The east side of Detroit is pretty well filled with Germans, so I went there to make inquiries about the German papers. I inquired at several stands in the vicinity and they all said they did not sell any German papers.

A drygoods man said the older Germans could not read English, so to reach them it would be necessary to advertise in the German papers. He read the *Abend-Post* himself. Two young ladies in his store said all the younger German people had been educated in the public schools and could read English, but that they nearly all read the German papers. They agreed with their employer that the *Abend-Post* was the better paper.

At the office of the Michigan *Volksblatt* I met Mr. Messerich, business manager. He started off with the statement that the *Volksblatt* was the largest German paper in Michigan. He said it had the biggest circulation and carried more advertising than any other German paper in Michigan. The *Volksblatt* claims a daily circulation of 6,800, a semi-weekly issue of 21,500 and a Sunday issue of 7,500. The daily and Sunday go together for 60c. a month. The daily is 15c. per week or 45c. the month. Mr. Messerich said his paper circulated among the better class of Germans and the German-Poles, and were all delivered to the homes by their own carriers. He said that the Germans in Detroit were a very thrifty lot of people and nearly all owned their homes. He did not think the American Newspaper Directory went at the circulation business in the right way; however, he did not say just what was the right way. He didn't think it was any use to keep a daily record just to please the editor of the directory. The *Volksblatt* carries from one-half to one column of wants.

Mr. Marxhausen, proprietor of the *Abend-Post*, stated that the paper had a daily circulation of 7,000, on Sunday 7,500, and the semi-weekly had 11,000. These figures are away in advance of what the directory allows the *Abend-Post* and Sunday and semi-weekly editions. I pointed that out to Mr. Marxhausen and he made quite a kick about it. I tried to explain to him why he failed to get a higher rating. He professed not to understand what was meant by a daily average. Like Mr. Messerich, of the *Volksblatt*, he claimed that his paper was the biggest and best in Michigan, in fact, he said it was four times better than any other German paper in the State. He said there were 80,000 Germans in Detroit and the papers published by him reached the most of them. His papers are strictly subscription papers and have no street sales whatever. The *Abend-Post* has about three-quarters of a column of want ads. Its price is 15c. per week or 45c. per month.

The consensus of opinion among Detroiters seems to be that the *Free Press* is the leading morning paper.

The *News* is unquestionably away ahead of the other two evening papers in circulation, quantity of want ads carried and also in point of size. The

*Journal* is next to the *News* in circulation and want ads, is less sensational and refuses all objectionable advertising. It probably goes to a more exclusive set of patrons than the *News*. The *Times* is well patronized by the members of the labor unions.

The *Sunday Free Press* has for years had the name of being the biggest and best Sunday paper in Michigan. *News-Tribune* is gaining on it.

The German papers would seem to be a necessity in reaching the 80,000 Germans of Detroit. There is much bitterness between the *Abend-Post* and the *Volksblatt*. The majority of outsiders think that the *Abend-Post* is the better paper of the two. They run about equal as to want ads, judging by the appearance of the copies which I examined. The local merchants use space in each quite liberally. While the *Sunday Volksblatt* claims the highest circulation, outsiders say that the *Sonntagsblatt* is IT.

Rowell's American Newspaper Directory for 1904 credits Detroit daily and Sunday circulations for the year 1903, as follows:

	Evening.
News .....	97,008
Journal .....	55,595
Times .....	25,390
Free Press .....	42,918
Tribune .....	21,187
Sunday.	
Free Press .....	53,345
Tribune .....	54,388

These figures are in accordance with statements signed by the publishers and the accuracy of none of them has ever been questioned.

The two German papers are reticent about conveying definite information about their issues, and the Directory editor has not in recent years seen his way clear to accord to either of them so much as a "G" rating, which is explained as meaning exceeding an average output of 4,000 copies. In the case of the *Legal News* the Directory editor has never been placed in possession of any statement that would warrant him in crediting the paper with issuing so many as 1,000 copies regularly.

#### HUDSON, N. Y.

Hudson, Columbia County, New York. Population, 1900, 9,528; estimated to be over 10,000 at present. On the Albany & Hudson, New York Central & Hudson River, and Boston & Albany Roads, and the Hudson River; 116 miles north of New York and 33 miles south of Albany. Steel car spring and car wheel manufactories, cement plants, breweries, knit goods and other manufactories. Papers, *Republican* (morning), *Hudson Register* (evening).

At the Hudson postoffice I was told that the *Republican* was unquestionably the leading paper, but later I discovered that Mr. Bryan, the publisher, is postmaster. The clerk at the Hotel Worth sent me to the *Republican* office when I asked for the paper with the largest circulation, and so did a leading clothier. Two policemen said there was not much difference in the circulation of the two papers, and a druggist voiced this opin-

ion. A. W. Ham, a grocer, said that the *Weekly Gazette* goes to more people than either of the dailies, but of the latter he thought the *Register* had the best of it.

And so it went, the whole length of the business street. There was no great preponderance of opinion either way, and the majority of the advertisers I talked to didn't seem to let the relative value of the two papers interfere in the least with their advertising. Either they used both, irrespective of merit, or else they used one because they were prejudiced against the other. There is more prejudice against the *Register* among the local advertisers, perhaps more on account of the somewhat checkered past than because of any definite shortcomings at present.

At the *Register* office I saw Mr. Kennedy, president of the company, and Mr. Thomas E. Mowry, the manager. From what I learned in the office, and outside, the paper has picked up both in circulation and tone during the four years of the present management. The office shows life, and the plant is a good one, although the building which houses it belongs to a past generation.

Mr. Mowry's claim to advertisers is 1,400 circulation for the *Register*, and 2,200 for the *Weekly Gazette*, also published by the company. The circulation statements shown me lead me to believe that the *Gazette* approximates the 2,200 mark more nearly than the *Register* does 1,400. Yet I believe that "JKL," which is the rating accorded the *Register* in the 1904 American Newspaper Directory, is too small. Mr. Mowry has never made a statement of circulation to the Directory, because he thought it was necessary to deduct the returns from the newsdealers, etc., and he hasn't ever been able to find time to make such a deduction for a whole year.

I couldn't find any one to talk circulation in the *Republican* office, but if there is a larger circulation to be accorded the *Republican* than is given the *Register* it is very slight. The *Register* claims to reach more working people than the *Republican* does, and concedes that the latter goes to the well-to-do class. In the case of each paper the limit of circulation has been about reached, until Hudson grows faster than it is at present.

One paper cannot cover Hudson; and one cannot be called a better medium than the other, because their fields are different.

#### PITTSFIELD, MASS.

Situated in the heart of the Berkshires, Pittsfield, with its pretty outlying towns and villages, is well known as a summer resort, besides being a city of extensive manufactures. The U. S. census of 1900 gives it a population of 21,766, and it is estimated locally to now have nearly 25,000, this being considerably increased during the summer. Several large woolen mills, employing at present about 2,000; a large paper mill, a plant manufacturing electrical appliances, and a number of minor industries make the city a busy place. Two lines of railroads, the New York, New Haven



& Hartford, and the Boston & Maine, give good connections with the larger cities, Springfield being 53 miles south-east, Albany, N. Y., 50 miles to the west, and North Adams 20 miles to the north, these being the three nearest. Thus the two evening dailies, the Berkshire *Evening Eagle* and the *Journal*, would appear to have little to fear from outside papers.

Inquiry at the newsstands, however, brought out the fact that a large number of outside papers are sold. These I name in the order of their average daily sales in the city, according to the estimate of the agent through whose hands most of them pass. Dailies; New York *Journal*, Springfield *Republican*, Springfield *Union*, N. Y. *American*, N. Y. *World*, N. Y. *Sun*, N. Y. *Herald*, Boston *Herald*, Boston *Globe*, N. Y. *Tribune*, N. Y. *Times*, Worcester *Telegram*. The N. Y. *Journal* and *American* together sell about 1,000 copies daily, with the Springfield papers close seconds.

When asked about the merits of the two local papers, the newsdealer said that there was no doubt but the *Eagle* had a larger circulation than the *Journal*, but the latter in his opinion was gaining. The *Journal* seemed to carry its full share of advertising, but its rates were lower.

North street is the main thoroughfare and it is a broad and beautiful one. There are a number of large, well-equipped and up-to-date stores. In the establishment of H. S. Taylor & Son, gentlemen's furnishings, Mr. Taylor said he advertised in both, and gave them both the same space. The rates of the *Eagle* were higher. In England Bros', dry goods, the manager said he advertised more in the *Eagle* than in the *Journal*, the *Eagle* having the larger circulation, and he considered that paper the better medium, as it reached a better class of people. For news he preferred the *Eagle*. He also advertised a little in the local weeklies. In the office of one of the leading hotels—there are several good ones—the clerk said the *Eagle* was the better paper in his opinion. The young lady serving cooling beverages in a well-patronized bakery and candy kitchen said that the office of the leading newspaper was just across the way, the *Eagle*. She also liked the *Weekly Sun* very much. At the Central Market, the best store of its kind in the city, a clerk said he thought the *Eagle* the better paper for advertising, though they advertised in both, but the *Eagle's* rates were higher. He read both papers and thought the *Journal* had as much local news as the *Eagle* ordinarily. A street-car conductor was sure he liked the *Journal* the best any day in the week, and it was a good paper. Inquiring at Kennedy & MacInnes', perhaps the leading dry goods store in the city, the manager was out, but the gentleman with the smile that never fades, judging from his manner, said they advertised a little more in the *Eagle* than in the *Journal*, and he thought the rates were about the same. He personally preferred the *Eagle*. The crippled newsboy in his wheel chair said brightly that

he sold many more *Eagles* than *Journals*, and for the out-of-town papers he sold more Springfield *Republicans* than any other paper. Inquiring of a number of different newsboys on the street for a Pittsfield *Journal* I could not get one, and at the newsstands I saw but few *Journals*, while both newsboys and stands had plenty of *Eagles*. At the *Journal* office again I was told that the reason for this was that the *Journal* employed about forty newsboys of its own and made home delivery a point, paying but little attention to the newsstands or street selling. This was confirmed at the newsstands, and I found that the *Eagle* does just the opposite, selling to the newsdealers and boys, the deliveries being made from the stands.

There are practically no classified advertisements in the *Journal*; the *Eagle* carried about a third of a page. There are no advertisements of outside stores in either of the papers, North Adams being the nearest city of importance.

Upon visiting the office of the *Journal* in the early afternoon the lady proof-reader told me to "go right upstairs", and I would find Mr. Miller, the business manager. In the office besides Mr. Miller there were four other employees, and all seemed busy. The place didn't look very neat, and an office boy might have found plenty to do with a broom and dust pan, but it was light and airy, at any rate. "Rowell's American Newspaper Directory? No, sir, I want nothing to do with it; I have no use for it whatever," said Mr. Miller, and he got quite hot about the subject. As for his present circulation Mr. Miller said he guaranteed to his advertisers in every contract made that the circulation of the *Journal* exceeded 3,000, being in fact 3,300 on the average. When Mr. Miller's wrath had cooled he seemed very sincere and honest about his statements, and was very convincing.

From the Directory it appears that for the year 1904 a satisfactory circulation report from the *Journal* showed that it printed an average edition of 2,291 copies. Since then no satisfactory report has been received at the Directory office, but for the year 1902 a report came which was not given with sufficient attention to detail and failed to specify the time supposed to be covered by it.

The *Journal* is an 8-page, 7-column paper selling for 2 cents, and recently had installed a new Cox-Webbe perfecting press, which nearly doubled the capacity of the plant. It is fairly cleanly printed and carries mostly all local advertisements. Friday is the big advertising day of the week and they usually printed 14 or 16 pages on that day. There seems no reason to doubt that the *Journal* has a circulation exceeding 2,250, which would entitle it to the "H" rating, which the Directory accords it.

At the little office of the *Eagle* in the Eagle Building, just off the main street, Mr. K. B. Miller said that he was the manager. He thought well of Rowell's Newspaper Directory, always sent in regular statements every year to the Directory giving his detailed circulation and they always used him right. He



showed a printed circular, evidently used for distributing purposes, which gave his sworn statement of the detailed daily average circulation of the *Eagle* for 1903, showing it to have been 5,573, and this the Directory accords him. He also showed the daily reports of his pressman for that time, the lowest being 3,630, and the highest 12,150, the latter presumably being an election day. The *Eagle* is also an 8-page, 7-column paper, printing 14 pages on Fridays and selling on the street for 2 cents. Although the press is an old Coxe flat-bed perfecting, of limited capacity, yet that paper gets out a cleaner-looking sheet than the *Journal*, judging from the two editions of each paper the day I was there. Both papers have considerable local news, not much telegraph, and a great deal of suburban news. Each prints a county edition an hour before the regular local edition, which is out on the streets at 4.30, and both papers claim to have big representations in all the surrounding towns, notably Dalton, Lenox, Stockbridge, Great Barrington, Hinsdale, Lee, Lanesboro, and Hoosatonick. The *Eagle* books showed an average circulation in Great Barrington alone of 396. The *Eagle* Co. is now building a new 4-story brick building near to its present location and plans to install a new Hoe double-decker press with a capacity of 10,000 per hour. The *Eagle* carries about twice the foreign advertising the *Journal* does. When asked what he thought of the PRINTERS' INK Roll of Honor Mr. Miller, of the *Eagle*, said he thought it was a good thing. He had often threatened to insert his advertisement in that paper, but somehow had never got around to it.

The *Eagle* publishes a weekly edition Wednesdays, as does the *Journal*, the former claiming a circulation of 7,214 for 1903, and this the Directory accords it. The *Journal* weekly is rated "JKL," meaning not over 1,000 copies. This would seem to be a rather small estimate. The *Weekly Sun*, published Thursdays by the Sun Publishing Co., is also given a "JKL" rating.

There is now no Sunday paper in Pittsfield, the *Sunday Morning Call* having gone out of existence, as has also the daily morning *Press*, started a few months ago by a couple of Schenectady men who first bought out the *Call*.

Of the two active dailies there seems to be no doubt that the *Eagle* has a very handsome lead, and is perhaps read by the better classes, but there also seems to be indications that the *Journal* is gaining in circulation. The *Journal* is the oldest paper, having been established in 1880, while the *Eagle* was established in 1892.

A good deal of silly advertising is aimed at babies. It looks well to the advertising man, but not to the mother. A booklet entitled "Our Baby," issued by the Minneapolis Bedding Co., Minneapolis, describes a patent baby tender in a sensible way, sans sentimentality, backs up the description with physicians' opinions, and supplements the whole with pages of baby lore. It is a booklet that will have weight with intelligent mothers.



*The circulation of McClure's Magazine for the past six months has averaged 76,634 above the guarantee.*

*The circulation for the month of April was 91,742 above the guarantee.*



## FOLLOW-UP SYSTEMS.

*By Joseph Gray Kitchell, 33 Union Square, New York.*

Some of the most familiar of the homely old axioms are daily illustrated in the general and specific details of modern business methods.

"If at first you don't succeed, try, try again" is an old familiar bit of folk lore, but it suggests the scheme in operating the most elaborate "follow-up" system of the up-to-date commercial house.

If you don't get your man the first time, try again and again. The customer is becoming harder and harder to get as competition becomes sharper, as business men become more adroit in their skill of presentation and as the harried customer becomes better posted and more discriminating.

Your prospective customer partakes of that advanced sagacity that develops in certain species of hard-hunted game, or has become so pampered and spoiled by the advances of so many suitors that conquest becomes a matter of more careful diplomacy and of persistency, and a commercial Lochinvar staking all on a single dash would probably ride home holding the reins and nothing else.

It is only within the last few years that systematic and persistent "follow-up" work has become a fine art; to-day it is one of the most important processes in the development of many lines of business, and its ethics and tactics demand a degree of consideration and as high a quality of talent as any ramification of the publicity problem—perhaps more than any other.

It is far easier to arrest the eye and halt the attention, to excite interest and even provoke a desire, than it is to dispossess the citizen from the shilling. "A thing begun is half done"—but not quite.

A customer who is easily landed is generally easily lost. It is a proposition of susceptibility; the same ascription makes the hard-to-get customer more desirable and

worthy the extra effort of bagging.

The history of a sale is an interesting drama of real life, an instructive lesson in the scheme of existence, and the careful student who observes and comprehends its processes and applies them need never want for food, shelter or raiment.

A "follow-up" method may mean the embodiment of plans that make use of personal representation, written or printed matter or objects like novelties, etc.

All are messengers—they introduce, reason, plead, argue, expound, appeal, cajole, jolly and remind; then commence all over again and repeat the song in a different key.

The Oriental sits in his bazaar and mutely awaits his customer; he is the antithesis of the "follow-up" exponent.

The Oriental method of exorbitant first price helps him in his game; he might starve without, his sales are so few.

Put staples in his booth and let another Oriental handle similar products on more aggressive lines and the likelihood is that the disciple of older methods would be driven out of the trade, or at least out of that district.

The business houses of this country that are adding the most new accounts to their ledgers, that are holding their old ones and that are selling more goods to those old ones than they formerly bought, are the houses that have a well-formulated, well-directed "follow-up" system; it may be one form or another, but it is a carefully thought out plan, methodically operated, and in ratio to its intelligence, regularity and persistency is the measure of its increment.

It will be my object in this department of PRINTERS' INK to advocate the use of "follow-up" systems by houses not now using them, provided, of course, that the

nature of the business lends itself to the plan; to recommend suitable systems for general and individual cases, and to assist the novice in the adoption and conduct of the plan by quoting experiences of houses old and wise to the game.

There are many business concerns that don't actually manufacture goods, but let us approach the general proposition of the manufacturer.

If he makes or sells a good article, and if every cubic foot of space and everything which occupies that space is engaged in making money for him, he very naturally cannot lose.

But this maximum of productive capacity is rarely reached by any concern. The principal reason it is not reached is because orders do not come fast enough; the equipment is capable of producing, say, twenty per cent more goods, the traveling men cover the territory as well as they are able and gather up all the business they can, but at certain times, if not all the time, the actual capacity of the plant is not reached.

Now, as the dead or fixed expenses would not be increased in the average case if twenty per cent more goods were produced and if means were adopted to secure that twenty per cent, the increase in the profit would be a large one—it would mean in many instances the difference between failure and success.

What is needed to obtain this very desirable increase is some supplementary or auxiliary agency at work, one that will help to introduce the concern, its traveling men and the merits of its goods:

Something to obtain the full equivalent for the cost of the space it pays for in magazine, newspaper, trade journal, etc.; that will tactfully pursue and win the confidence of the timid writer of a first letter and the writers of all letters, whether interested or only curious.

Something that will induce the recipient of a neglected catalogue to separate it from its dusty fellows in a bottom drawer and impel the sexton to turn to page 17 and order a wringer.

Something to preclude the possibility of an old and far-off customer allowing himself to forget your existence or become alienated by the arduous attentions of a competitor who sends a man into that territory, or uses a "follow-up" system himself.

In short, something that will do all those things for which it was evolved—do them economically and forcefully and, lest men forget, make the cerebral dent that stays awhile at least.

Any economical means of accomplishing this represents something no manufacturer can afford to overlook, that no business man can afford to neglect.

A comparison of the methods and material used by successful business houses forms a most interesting review.

I have in my collection examples contributed by some of the best-known houses in this country, and they would be particularly interesting to the student of psychology, for they reflect in many instances an intellection that can and does penetrate the think-box of another, and, sensing his process of thought, lead or drive logical sequence to the achievement of motive; which is perhaps another way of saying that such are human, filled with a knowledge of the common traits and foibles of their kind, and clever enough to exercise that knowledge in the successful practice of control by absent treatment.

Many houses now using a "follow-up" system do so in a spasmodic and desultory manner; some have a plan of "writing him again" or "stirring him up" that lacks the methodical force of a regular system. Some experiment with different forms of approach and fail to recognize the importance of sequence and periodicity, but comparatively few are obtaining anything like the number of beneficial units that obtain to the user of correct methods; while to many thousands any knowledge of the system is *nil*, either from experience or observation.

When a concern is new to the "follow-up" system and considers the practicability of adopting one,

the first thing that confronts it is the responsibility to decide whether theirs is a line of trade that can economically employ the plan and whether their business policy will permit it.

One of the largest companies manufacturing cutlery in the United States has only eight customers, who buy its entire output; a number of knitting factories that I have visited in the East and Middle West ship their products to one jobber. The business policy of such concerns precludes the use of any "follow-up" system other than an occasional swing around the circle by the general manager or one of the officers.

The concerns that are selling goods to jobbers and dealers who in turn resell them to consumers, and whose business policy is to get as many such jobbers' and dealers' accounts as they can influence, are on the list of those who get the most good out of a good "follow-up" system.

Likewise an advertiser or exploiter of commodities to be sold direct to the consumer or user, and which involve enough money as single transactions to warrant spending a little extra money to secure, can use the "follow-up" system to good advantage.

But if a concern were paying six dollars a line to arouse interest in an article selling for fifty cents, and obtained only from the advertiser, unless the profits on each sale were inordinate, there would be a sharply fixed limit to the amount of money it could afford to spend for stenographer's time, printed stuff and postage. In proof of this I cite the testimony of Messrs. A. Stein & Co., Chicago, makers of elastic supporters, etc., who write that the system used by them for "follow-up" work to the user was too costly and was discontinued a year ago.

Concerns selling pianos or automobiles direct to the consumer could afford to spend quite a little money in the pursuit of an inquiry, those selling sewing machines or refrigerators less, and so on down the line.

"Follow-up" work in its relation

to mail order businesses is a specialty that differs greatly from the usual run of commercial propositions.

The limit of cost that such a proposition can stand for "follow-up" work has been demonstrated to an almost scientific nicety. A given advertisement and a given medium will produce a given number of orders and inquiries; following up the inquiries results in a certain proportion of additional orders; some coming in response to the first approach, others from the second, third, forth, etc. Some exact details in illustration will be cited in a subsequent installment.

It is my belief that the greatest and most economical results obtain from the use of a "follow-up" system used by concerns selling lines of goods to dealers, wholesale or retail or both, using a carefully selected list and hammering it at regular intervals, in season and out of season—one kind of approach for prospective customers and another kind for actual customers.

As for how long a prospective customer should be worked upon will of course have to depend upon the kind of proposition. The Anderson Tool Co., of Anderson, Ind., tell the writer that they never regard a prospective customer as a dead one unless out of business.

"Points that Stick" is a folder from the Peninsular Stove Co., Chicago, showing ranges in detail by means of illustrations of the separate parts.

## Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

**Circulation 145,448**

RATE 25 CENTS.

ADDRESS THE

## ATLANTIC COAST LISTS

134 Leonard Street, New York,

and obtain catalogue, maps and full information about fourteen hundred and fifty separate country weekly newspapers in which a ten line advertisement can be inserted once for \$2.25, and by the year at half that price per week. Only one electrotype is required if a picture is used.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

☞ Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

## ALABAMA.

Anniston, Evening Star. Daily aver. for 1903, 1,561. Republic, weekly aver. 1903, 2,216.

Birmingham, Ledger. *dy.* Average for 1903, 16,670. E. Katz, Special Agent, N. Y.

## ARIZONA.

Bisbee, Review, daily. W. B. Kelley, pub. In 1903 no issue less than 1,250. In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1903, 6,058. Chas. T. Logan Special Agency, N. Y.

## ARKANSAS.

Fort Smith, Times, daily. In 1902 no issue less than 1,000. Actual average for August, September, October, 1903, 2,109.

Little Rock, Arkansas Methodist. Geo. Thornburgh, pub. Actual average 1903, 10,000.

## CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,100. March, 6,350. E. Katz, Sp. Ag., N. Y.

Oakland, Signs of the Times. Actual weekly average for 1903, 22,542.

Redlands, Facts, daily. Daily average for 1903, 1,450. No weekly.

San Diego, San Diego Sun. Daily average for 1903, 2,737. W. H. Porterfield, pub.

San Francisco, Call, *o's* and *8's*. J. D. Spreckels. Aver. for 1903, *d'y* 60,385, *N'y* 71,584 (80). *Av.* 1903, daily 61,954; Sunday 82,015.

San Jose, Evening Herald, daily. The Herald Co. Average for year end, Aug., 1902, 8,597.

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1902, 6,266.

San Jose, Pacific Tree and Vine, *mo.* W. G. Rohmann. Actual average, 1903, 6,185. First three months, 1904, 8,166.

## CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,509. Ferry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Daily average for 1903, 7,588.

New Haven, Evening Register, daily. Actual *av.* for 1903, 13,571; Sunday, 11,292.

New Haven, Goldsmith and Silversmith, monthly. Actual average for 1903, 7,617.

New Haven, Palladium, daily. Average for 1903, 7,625. E. Katz, Special Agent, N. Y.

New Haven, Union. *Av.* 1903, 15,827. First 3 mos. 1904, 15,942. E. Katz, Special Agent, N. Y.

New London, Day, *ev'g.* Aver. 1903, 5,618. Gain over 1902, 415; 3 mos. 1904, 5,642.

Norwich, Bulletin, morning. Average for 1903, 4,985; first three months 1904, 5,178.

Waterbury, Republican. Daily average 1903, 5,846. La Cote & Maxwell, Spec. Agts., N. Y.

## COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 22,798. Average for April, 1904, 48,025. Gain, 9,220.

☞ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

Wilmington, Morning News, daily. News Publishing Co., publishers. *Av.* for 1903, 9,988.

## DISTRICT OF COLUMBIA.

Washington *Ev.* Star, daily. *Ev.* Star Newspaper Co. Average for 1903, 24,088 (©©).

National Tribune, weekly. Average for 1902, 104,599. First six mos. 1903, 112,265.

Smith & Thompson, Rep., N. Y. & Chicago.

## FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1903, 8,898. E. Katz, Special Agent, New York.

Tampa, Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1903, 6,616.

## GEORGIA.

Atlanta, Journal, *dy.* *Av.* 1903, 28,928. Semi-weekly 29,951.

Atlanta, News. Actual daily average, 1903, 20,104. Average April, 1904, 28,547.

Atlanta, Southern Cultivator, agriculture, semi-*mo.* Actual average for 1903, 20,125.

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. *Av.* for 1903, 1,648.

## IDAHO.

Boise, Capital News, *dy* and *wy.* Capital News Ptg. Co., pub. Aver. 1903, daily 2,761, weekly 8,475.

## ILLINOIS.

Chicago, Citizen. Daily average 1903, 818; weekly, 1,110. April, 1904, daily, 1,177; weekly, 1,125.

The EVENING CITIZEN has a larger paid circulation than any other Cairo newspaper. We are now printing 1,300 copies each evening; and 90 per cent go into the homes of Cairo people. The CITIZEN is the only Cairo paper that publishes its circulation figures.

# A Roll of Honor—Continued.

Champaign, News. In 1902 no issue less than 1,100 daily and 2,400 weekly (153). First four mos., 1904, no day's issue of less than 2,600.

Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1902, 6,052.

Chicago, Alkaloidal Clinic, monthly. Dr W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. Guaranteed circulation now \$0,000. Aver. for last twelve months, \$2,250, reaching over one-fourth of the American medical profession.

Chicago, American Bee Journal, weekly. Actual average for 1902, 7,485.

Chicago, Bakers' Helper, monthly. H. R. Cissold. Average for 1903, 4,175 (66).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Actual average for 1903 67,880, 20 weeks ending May 18, 1904, 69,162.

Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000.

Chicago, Grain Dealers Journal, 2 mo. Grain Dealers Company. Av. for 1903, 4,554 (60).

Chicago, Home Defender, mo. T. G. Mauritzen. Ad. av. 1902, 2,409. Last 3 mos. 1903, 24,000.

Chicago, Journal Amer. Med. Assoc. W. J. av. 1903, 28,615, Jan., Feb. Mar., 1904, 26,725.

Masonic Voice-Review, mo. Average for 1902, 26,041. For six months 1903, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year ending July, 1902, 2,966.

Chicago, Musical Leader & Concert-Goer, wy. Aver. year ending January 4, 12,548.

Chicago, National Harness Review, mo. Av. for 1902, 5,291. First 3 mos. 1903, 6,250.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, 2,041.

Chicago, Record-Herald. Average for 1902, daily 154,218, Sunday 191,517.

Chicago, Retailer's Journal, monthly. Actual average for 1903, 6,785.

Chicago, The Operative Miller, monthly. Actual average for 1903, 5,542.

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,875 (193). Average first six months 1903, 14,882.

Evanson, Correct English: How to Use It, mo. Actual aver. year ending March, 1904, 10,000.

Kewanee, Star-Courier. Average for 1902, daily 2,055, weekly 1,414. Average guaranteed circulation daily for Jan'y. 1904, 2,180.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1902, 28,742.

Rockford, Register Gazette. Dy. av. for 1903, 5,226, s. wy. 6,410. Shannon, 150 Nassau.

Rockford, Republic, daily. Actual average for 1903, 6,540. La Costa & Maxwell, N. Y.

## INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '02, 11,212 (344). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep. N. Y. & Chicago.

Evansville, Journal-News. Av. for 1902, d'y 15,552, s'y 14,120. E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1903, 26,574. A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Aver. net sales in 1903, 60,855, April, 1904, 80,965.

Lafayette, Morning Journal, daily. Sworn average 1903, 4,002, April, 1904, 4,495.

Marion, Leader, daily. W. B. Westlake, pub. Actual aver., 1902, 2,250; March, 1904, 2,722.

Muncie, Star, d'y and S'y. Star Pub. Co. Aver. for 1903, d'y 25,856, s'y 19,250.

Notre Dame, The Ave Maria, Catholic weekly magazine. Actual average for 1902, 24,052.

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,320.

Richmond, Evening Item. Sworn dy. av. for 1902, 2,552. Same for Dec., 1903, 2,742.

Richmond, Sun-Telegram. Sworn av. 1902, dy. 2,211. For Feb., 1904, 2,044.

South Bend, Tribune. Sworn daily average 1902, 5,718. Sworn av. for March, 6,624.

## INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1902, dy., 1,951; wy., 5,272.

## IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400.

Burlington, Gazette, dy. Thos. Stivers, pub. Average for 1902, 5,864, Jan., 1904, 6,050.

Davenport, Times. Daily aver. 1903, 8,055, s. wy. 1,460. Daily aver. March, 1904, 9,508. Cir. guar. more than double of any Davenport daily.

Decorah, Decorah-Posten (Norwegian). Sworn av. cir'n, 1903, 29,681. March, 1904, 40,556.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1903, 21,928. Average for February, 1904, 24,597.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. First 3 months 1903, aver., sworn, 41,871 net; April, '04, 25,026.

Des Moines, Spirit of the West, wy. Horses and live stock. Average for 1902, 6,095.

Des Moines, Wallace's Farmer, wy. Est. 1879. Actual average for 1902, 22,769.

Muscatine, Journal. Daily av. 1903 4,249, semi-weekly 2,708. First four months 5,167.

Ottumwa, Courier. Daily aver. 1903, 4,512, semi-weekly, 7,336.

Shenandoah, Sentinel, tri-weekly. Covers Page and Fremont counties. Average 1902, 2,681.

Sioux City, Journal. Dy. av. for 1902 (sworn) 19,492, daily av. for Jan. Feb. and Mar., 1904, 20,271. Records always open. More readers in its field than of all other daily papers combined.

## KANSAS.

Glrad, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 260,096.

Hutchinson, News. Daily 1902, 2,768, weekly, 2,112. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1902, 8,125.

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (344). Beckwith, N. Y. & Chicago.

## KENTUCKY.

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1903, 2,552; growing fast.

Lexington, Leader. Av. '02, 2,325, s'y 4,092, 1st q't'r '04, dy. 2,924, s'y 5,442. E. Katz, agt.

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1902, 26,944.

Paducah, Sun, daily. Average, 1903, 2,121; for March, 1904, 2,479.



# A Roll of Honor—Continued.

## LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average for Jan., 1904, 19,895, Feb. 20,512; March, 20,654.

New Orleans, Louisiana Planter and Sugar Mfr., w'y. In 1903 no issue less than 2,000.

New Orleans, News. Dy. av. 1903, 17,522; Sunday, 17,687. E. Katz, Special Agent, N. Y.

New Orleans, The Southern Buck, official organ of Kludom in La. and Miss. Av. '03, 4,750.

## MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1903, 1,969,995.

Bangor, Commercial. Average for 1903, daily 8,215, weekly 29,806.

Bever, Piscataquis Observer. Actual weekly average 1903, 1,904.

Lewiston, Evening Journal, daily. Aver. for 1903, 6,814 (60), weekly 15,422 (60).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett. Average for 1903, 8,041.

Portland, Evening Express. Average for 1903, daily 11,740. Sunday Telegram 8,090.

## MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1903, 44,582. For April, 1904, 58,832.

## MASSACHUSETTS.

Boston, Globe. Average for 1903, daily, 195,554. Sunday, 297,824.

Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

## MAY, 1904.

	DAILY.	SUNDAY.
1		299,381
2	201,002	
3	201,680	
4	201,372	
5	201,950	
6	199,620	
7	202,285	
8		296,354
9	200,220	
10	198,081	
11	197,786	
12	197,047	
13	196,784	
14	196,806	
15		294,558
16	195,421	
17	196,763	
18	193,237	
19	192,522	
20	193,115	
21	196,209	
22		293,679
23	193,284	
24	191,960	
25	191,206	
26	191,295	
27	191,663	
28	190,281	
29		299,463
30	Holiday	
31	207,560	
Total	4,927,318	1,473,535

**Daily Average, - 197,092**  
**Sunday Average, 294,667**

Perfect copies printed for sale.

CHAS. H. TAYLOR, JR.,  
Business Manager.

Boston, New England Magazine, monthly. America Co., puba. Average 1903, 21,580.

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (60)

Boston, Post, dy. Average for 1903, 174,178. Av. for April, 1904, dy. 218,157. Sy. 177,050. Largest p.m. or a.m. sale in New England.

Boston, Traveler. Est. 1834. Actual daily av. 1903, 72,552. In 1903, 76,666. October 1, 1903, to March 1, 1904, 80,496. Largest evening circulation in New England. Repr.: Smith & Thompson, N. Y. and Chicago.

East Northfield, Record of Christian Work, mo. \$1. Aver. for year end'd Dec. 31, 1903, 20,250. Only classic, reliable advertising taken. Rate 10c. flat, or one-half-cent per line per thousand.

Gloucester, Daily Times. Average for 1903, 6,580. First seven months 1903, 6,629.

Gloucester, Cape Ann News. Actual daily average year ending February 15, 1904, 4,504. February, 1904, average 6,016.

North Adams, Transcript, daily. A. W. Hardman, publisher. Actual average 1903, 5,267.

Springfield, Good Housekeeping, mo. Average for 1903, 125,992. First six months 1904, 161,166. All advertisements guaranteed.

Springfield, Republican. Av. 1903, dy. 15,542 (60), Sun. 15,270 (60), w'y. 4,086.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1903, 11,711.

Worcester, L'Opinion Publique, daily. Aver. Jan., 5,150. Only French paper in U. S. on Roll of Honor. R. A. Craig, N. Y. and Chicago.

## MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1903, 5,912. Aver. 1st 4 mos. of 1904, 4,100.

Detroit, Free Press. Average for 1903, daily 42,918, Sunday 58,545.

Grand Rapids, Evening Press, dy. Average 1903, 27,499. 40,000 guar. daily for 1904.

Grand Rapids, Herald. Average daily issue for 1903, 22,524.

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1903, 2,887 (40). Average for first six months 1903, 4,528.

Jackson, Press and Patriot. Actual daily aver. for 1903, 5,649. Av. April, 1904, 4,484.

Kalamazoo, Evening Telegraph. Last six months 1903, dy. 8,536, s.-w. 8,631.

Kalamazoo, Gazette-News, 1903, daily, 2,671. Guarantees 4,000 more subscribers than any other daily paper published in the city. Actual 3 mo's to April 7, 9,493.

Saginaw, Evening News, daily. Average for 1903, 9,545. April, 1904, daily 14,280.

## MINNESOTA.

Minneapolis, Farmers' Tribune, twice-a-week W. J. Murphy, pub. Aver. for 1903, 68,686.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 75,854. Actual average January, 1904, 78,500.

Minneapolis, Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1903, 40,057.

Minneapolis, The Housekeeper: household monthly. Actual average 1903, 265,250.



# A Roll of Honor—Continued.

**Minneapolis Journal, daily.** Journal Printing Co. Average for 1903, \$7,818.

THE MINNEAPOLIS JOURNAL has good habits. It goes home every evening and stays home. The companion of the fireside. As a result of its good habits, its clean columns, THE JOURNAL produces the best results for advertisers. In May it carried more display advertising, more want advertising, more advertising of all kinds (except questionable medical announcements which it will not insert at any price), than any other Minneapolis daily. In general (foreign) advertising, it carried over 29,000 lines more than its nearest competitor.

In 1903 THE JOURNAL had the largest increase in advertising patronage of any newspaper published in America with but one exception, notwithstanding the fact that it has no Sunday issues, and that it is the only paper in its city of publication that will not accept objectionable medical advertising.

No advertiser can cover Minneapolis or the Great Northwest without using the Great Daily of the Great Northwest. For further information address STARKE OF NEW YORK.

**Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Average for 1903, daily, \$6,872; Sunday, \$6,850. For 1903, daily average, 72,822; Sunday, 61,074. Daily average, last quarter of 1903, was 77,129; Sunday, 62,924. Sunday average for first three months of 1904 was 68,682. The daily average for the first four months of year was 85,619.

The only Minneapolis daily listed in *Rosell's American Newspaper Directory* that publishes its circulation over a considerable period down to date in *ROLL OF HONOR*, or elsewhere. The Tribune is the recognized Want Ad Medium of Minneapolis.

**Owatonna, Chronicle,** semi-w'y. Av. for 1903, 1,896. *Owatonna's* leading newspaper. Present circulation, 2,100.

**St. Paul, Der Wanderer,** with ag'l sup. Der Farmer im Westen, w'y. Av. for 1903, 10,500.

**St. Paul, Dispatch,** dy. Aver. 1903, 58,044. Present average 57,228. **ST. PAUL'S LEADING NEWSPAPER.** W'y aver. 1903, 78,026.

**St. Paul, Globe,** daily. Globe Co., publishers. Actual average for 1903, 31,541. First 9 mos. 1903, 31,529.

**St. Paul, News,** daily. Average 1902-03, 61,919. First 9 mos. 1903, second average 34,081 net.

**St. Paul, Pioneer-Press,** daily average for 1903 34,151; Sunday 30,986.

**St. Paul, The Farmer,** ag'l., a-mo. Est. 1882. Sub. 60c. Prof. Th. Shaw, ed. Act. av. year end, February, 77,861. Actual present av. 85,000.

**St. Paul, Volkszeitung.** Actual average 1903, dy. 11,116, w'y. 28,414. *Sonntagsblatt* 28,402.

**St. Paul, Westlicher Herold.** Average 1903, 28,519, *Sonntags Winona*, 28,111; *Volksblatt des Westens*, 30,045.

**Winona, Republican and Herald,** daily. Average 1902, 2,399; 1903, 4,044.

## MISSISSIPPI.

**Vicksburg, American,** daily. In 1903, no issue less than 1,550. In 1902, 1,900 copies.

## MISSOURI.

**Joplin, Globe,** daily. Average 1903, 10,510. Mar., 1904, 11,491. E. Katz, Special Agent, N.Y.

**Kansas City, Journal,** d'y and w'y. Average for 1903, daily 60,223, weekly 183,725.

**Kansas City, World,** daily. Aver. 1902, 62,978 (542). First 9 mos. 1903, aver., second, 61,453.

**Springfield, Sunny South,** monthly. Actual average for 1903, 2,528.

**St. Joseph, News and Press.** Daily aver. for 1903, 30,418. Last 3 mos. 1903, 25,065.

**St. Louis, Medical Brief,** mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 27,950.

**National Farmer and Stock Grower,** mo. Av. 12 mos. end. Dec., 1903, 106,625. 1902, 68,582.

**St. Louis, Star.** Actual daily average for 1902, 64,578.

**St. Louis, The Woman's Magazine,** monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,345,511. Actual proven average for past 7 months 1,596,468. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

## MONTANA.

**Anaconda, Standard.** Daily average for 1903, 10,809. **MONTANA'S BEST NEWSPAPER.**

**Butte, American Labor Union Journal,** weekly. Average 1903, 20,549 general circulation.

**Butte, Inter-Mountain,** evening. Actual second net circulation for 1903, 10,617. Guarantees largest circulation in State of Montana. Second net circulation for January, 1904, aver. 14,125.

**Helena, Record,** evening. Record Publishing Co. Average for 1903, 10,091 daily. Average for 1903, 2,754 weekly.

## NEBRASKA.

**Lincoln, Daily Star.** Actual average for 1903, 11,165, April, 1904, 14,425.

**Lincoln, Deutsch-American Farmer,** weekly. Actual average for 1903, 158,528.

**Lincoln, Freie Presse,** weekly. Actual average for 1903, 159,400.

**Lincoln, Nebraska Teacher,** monthly. Towne & Crabtree, pub. Average for 1903, 5,810.

**Lincoln, Western Medical Review,** mo. Av. yr. endg. May, 1903, 1,500. In 1902, 1,600.

**Omaha, Den Danske Pioneer,** w'y. Rophus F. Nebel Pub. Co. Average for 1903, 28,478.

**Omaha, News,** daily. Aver. for 1903, 22,777. First 9 months 1903, second average 40,955.

## NEW HAMPSHIRE.

**Franklin Falls, Journal-Transcript,** weekly. Towne & Robie. Actual average 1903, 2,560.

## NEW JERSEY.

**Ashbury Park, Press,** dy. J. L. Klamouth, pub. Actual average 1903, 2,792. In 1902, 2,556.

**Camden, Daily Courier.** Est. 1878. Net average circulation for 9 mos. end. April, 30, 1904, 7,762.

**Camden, Post-Telegram.** Actual daily average, 1903, 5,798 second. Jan., 1904, 5,589.

**Clayton, Reporter,** weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019.

**Hoboken, Observer,** daily. Actual average 1902, 18,097, Sept., 1903, 22,751.

# A Roll of Honor—Continued.

**Jersey City, Evening Journal.** Average for 1903, 19,012. First three months 1904, 20,974.

**Newark, Evening News.** Evening News Pub. Co. Av. for 1903, daily 55,896. Sunday 16,391.

**Newmarket, Advertisers' Guide, mo.** Stanley Day, publisher. Average for 1903, 5,125.

**Red Bank, Register, weekly.** Est. 1878. John H. Cook. Actual average 1903, 2,961.

## NEW YORK.

**Albany, Journal, evening.** Journal Co. Average one year to April 30, 1904, 17,333.

**Albany, Times-Union, every evening.** Establ. 1838. Average for first three months 1904, 29,626.

**Binghamton, Evening Herald, daily.** Herald Co. Average for first three months 1904, 12,210.

**Buffalo, Courier, morn.; Enquirer, even.** W. J. Connors. Aver. for 1903, morning 50,522, evening 22,029; Sunday average 68,586.

**Buffalo, Evening News, daily.** Average 1903, 79,408. First 3 months 1904, 85,949.

**Catskill, Recorder, weekly.** Harry Hall, editor. 1903 av., 2,408. Av. last 3 months, 2,566.

**Certland, Democrat, Fridays.** Est. 1840. Aver. 1903, 2,245. Only Dem. paper in county.

**Le Roy, Gazette.** Est. 1826. Aver. 1903, 2,254. Larg. wry. circ. Genesee, Orleans & Niagara Cos.

**Mount Vernon, Daily Argus.** Average 1903, 2,939. Westchester County's leading paper.

**Newburgh, News, daily.** Av. for 1903, 4,127. 1,000 more than all other Newburgh papers combined.

## New York City.

**American Engineer, mry.** R. M. Van Arsdale, pub. Av. 1903, 2,875. Av. for 1904, 4,600.

**American Machinist, w'y, machine construe.** (Also European edition.) Average 1903, 20,475.

**Army & Navy Journal.** Est. 1863. Weekly aver. for 1903, 9,026. Present circulation (May 7) 9,415. W. C. & F. P. Church, Pubs.

**Automobile (The), weekly.** Flatiron Building. Average circulation 1903, 10,022.

**Baker's Review, monthly.** W. R. Gregory Co. publishers. Actual average for 1903, 4,450. Average for last three months 1903, 4,700.

**Benziger's Magazine, family monthly.** Benziger Bros. Average for 1903, 29,208. Your advertisement in Benziger's Magazine will bring you business, because its circulation has QUANTITY, CHARACTER, INFLUENCE.

Benziger's Magazine is sold only by yearly subscription, and those who advertise in its columns reach a very desirable class of people. Advertising rates, 25 cents per agate line.

**Clipper, weekly (Theatrical).** Frank Queen Pub. Co., Ltd. Aver. for 1903, 26,244 (©) (73).

**Dry Goods, monthly.** Max Jagerhuber, publisher. Actual average for 1903, 4,866.

**El Comercio, mo.** Spanish export. J. Shepard Clark Co. Average for 1903, 5,875.

**Electrical Review, weekly.** Electrical Review Pub. Co. Average for 1903, 6,555 (©) (8).

**Elite Styles, monthly.** Purely fashion. Actual average for 1903, 62,125.

**Engineering News.** A weekly journal of civil, mechanical, mining and electrical engineering. Average circulation 1903, 12,642 (©) (8).

**Forward, daily.** Forward Association. Average for 1903, 21,769.

**Four-Track News, monthly.** Actual av. paid for six months ending May, 1904, 77,500; June edition guaranteed 100,000.

**Haberdasher, mo., est. 1881.** Actual average for 1903, 7,166. Binders' affidavits and Post Office receipts distributed monthly to advertisers.

**Hardware, semi-monthly.** Average for 1903, 8,802 (85); average for 1905, 9,551.

**Hardware Dealers' Magazine, monthly.** Jaegerhuber, pub. Actual average 1903, 56,540.

**Junior Toilettes, fashion monthly.** Max Jaegerhuber, pub. Actual average 1903, 56,540.

**Leslie's Monthly Magazine, New York.** Average circulation for the past 12 months, 218,624. Present average circulation 225,275.

**Morning Telegraph, daily.** Daily Telegraph Co., pub. Average for 1903, 28,223.

**Music Trade Review, music trade and art weekly.** Aver. for 1903, 5,452.

**Newspaperdom, w'kly.** Recognized journal of newspaper pub'g and adv'g. Aver. 1903, 5,129.

**New Thought, monthly.** 27 E. 23d St., New York. Sydney Flower, publisher. Number of copies and advertising rates given each month on first page reading matter. Sample copy free for the asking. Worth examination. New Thought has made money for all its advertisers. Discount to agencies, 5 per cent from published rates. Average for 1903, 104,977.

**Pharmaceutical Era, weekly, pharmacy.** D. O. Haynes & Co., pub., 8 Spruce street. (©) (8).

**Pocket List of Railroad Officials, qly.** Rail'rd & Transp. Av. 1903, 17,696; av. 1905, 17,992.

**Police Chronicle, weekly.** Police Chronicle Pub. Co. Average for 1903, 4,214.

**Printers' Ink, weekly.** A Journal for advertisers. \$5.00 per year. Est. 1888. Average for 1903, 11,001. Issue May 18, 1904, 28,500 copies.

**Railroad Gazette, railroad and engineering weekly.** 23 Fulton street. Est. 1856. (©) (8).

**The Central Station, monthly.** H. C. Cushing, Jr. Average for year ending May, 1903, 2,485.

**The Ladies' World, mo., household.** Average net paid circulation, 1903, 480,155.

**The People's Home Journal, 515,250 monthly.** Good Literature, 454,555 monthly, average circulations for 1903—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

**The World.** Actual aver. for 1903, Morn., 275,607, Evening, 557,102, Sunday, 526,650.

**Toilettes, fashion, monthly.** Max Jaegerhuber, publisher. Actual average for 1903, 61,900.

**Willshire's Magazine.** Gaylord Willshire, ed., 125 E. 33d St. Act. av. ending Sept., 1903, 46,000 (105). Actual av. first eight mo. 1903, 100,025.

**Worcester, Case and Comment, mo.** Law. Av. for 1903, 20,000; 4 years' average, 20,156.

**Schenectady, Gazette, daily.** A. N. Lacey. Average for 1902, 9,927. Actual average for 1903, 11,622.

**Syracuse, Evening Herald, daily.** Herald Co. pub. Aver. 1903, daily 22,197, Sunday 22,496.

**Utica, National Electrical Contractor, mo.** Average for 1903, 2,708.

**Utica, Press, daily.** Otto A. Meyer, publisher. Average for 1903, 14,004.

**Waraw, Western New Yorker, weekly.** Average for 1903, 2,802. In county of 22,000 with no daily.

**Wellsville, Reporter.** Only dy. and s-wy. in Co. Av. 1903, daily, 1,124; semi-weekly, 2,958.

# A Roll of Honor—Continued.

## NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. daily av. 1903, 5,682; Sunday, 6,791; semi-weekly, 3,800. First three months 1904, 6,578.

Elizabeth City, Tar Heel, weekly. Actual average 1904, 2,500. Covers ten counties.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,872.

## NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, 5,862. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. La Cote & Maxwell, N.Y. Rep.

Grand Forks, Normandin, weekly. Av. for 1903, 5,451. Guar. 6,300 after March 5th, 1904.

Wahpeton, Gazette. Average 1903, 1,564 (3c). Present circulation, 1,500; sent free, 1,500. Total, 3,000.

## OHIO.

Akron, Beacon Journal. Average 1903, 3,203. N. Y., 523 Temple Court. Av. March, 1904, 9,125.

Cincinnati, Enquirer. Established 1842. Daily (6c), Sunday (2c). Beckwith, New York.

Cincinnati, Mixer and Server, monthly. Actual average for 1902, 18,088. Actual average for 1903, 42,625. Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. average for 1902, 143,018. Actual average for 1903, 145,164.

Cleveland, Current Anecdotes (Preachers' Mag.), mo. Av. year ending Dec. 31, '03, 15,750.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1903, 66,445; Sunday, 60,759. April, 1904, 75,585 daily; Sunday, 67,060.

Columbus, Press, daily. Democratic. Press Printing Co. Actual av. for 1902, 24,989.

Dayton, News, dy. News Pub. Co. Average for 1903, 16,407. March, 1904, 19,075.

Dayton, Young Catholic Messenger, semi-mo. Geo. A. Plaum. Av. for 1903, 31,125.

Lancaster, Fairfield Co. Republican. In August, '02, no issue less than 1,650 for 2 years.

Mansfield, News, daily-weekly. Average 1902, 4,151. N. Y. office, 523 Temple Court.

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1877. Actual average for 1902, 31,320. Actual average for first six months, 1903, 340,375.

Springfield, Press-Republic. Av. 1903, 9,253; April, '04, 10,155. N. Y. office, 523 Temple Court.

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1902, 362,666. Actual average for first six months 1903, 385,166.

Teledo, Medical and Surgical Reporter, mo. Actual average 1903, 10,033.

Youngstown, Vindicator. D'y av. '03, 11,009. LaCote & Maxwell, N.Y., Eastern Reps.

## OKLAHOMA.

Guthrie, Oklahoma Farmer, wy. Actual average 1903, 28,020.

Guthrie, Oklahoma State Capital, dy. and wy. Av. for 1903, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,869; wy. 23,119.

Oklahoma City, The Oklahoman. 1903 aver., 5,316; April, '04, 7,798. E. Katz, Agent, N.Y.

## OREGON.

Astoria, Lannetar. C. C. C. Rosenberg. Finnish weekly. Average 1902, 1,892.

Portland, Evening Telegram, dy. (ex. Sun). Suora circ'n 1903, 17,648. In 1903 16,866.

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, 3,809; first 8 mos. 1903, 4,912.

## PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1903, 8,137. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Cornellville, Courier, daily. Av. for 1903, 1,843, weekly for 1903, 2,000, daily average April, 1904, 3,019.

Erie, People, weekly. Aug. Klenke, Mgr. Average 1903, 3,035.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1903, 544,676. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with the inscription:

"Awarded June 25th, 1903, by 'Printers' Ink, 'The Little Schoolmaster' in the Art of 'Advertising to the Farm Journal.' After a canvassing 'of merits extending over a 'period of half a year, that paper, among all those published in the United States, has been 'pronounced the one that best serves its purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, 'through its advertising columns.'"

Erie, Times, daily. Average for 1903, 11,203. March, 1904, 12,788. E. Katz, Sp. Ag., N.Y.

Harrisburg, Telegraph, dy. Actual daily aver., 1903, 10,256. Average, year ending February, 10,544. Average, March, 11,016.

Philadelphia, American Medicine, wy. Av. for 1902, 19,327. Av. March, 1903, 16,827.

## The Philadelphia Bulletin's Circulation

The following statement shows the actual circulation of THE BULLETIN for each day in the month of April, 1904:

1	169,109	16	186,083
2	182,188	17	Sunday
3	Sunday	18	192,130
4	174,940	19	187,720
5	180,387	20	183,548
6	178,870	21	187,185
7	181,778	22	186,281
8	179,078	23	185,557
9	175,156	24	Sunday
10	Sunday	25	184,444
11	183,181	26	179,849
12	184,372	27	181,187
13	186,343	28	183,060
14	188,115	29	183,071
15	189,717	30	180,335

Total for 26 days, 4,749,574 copies.

NET AVERAGE FOR APRIL,

## 182,679 copies per day

THE BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.

Philadelphia, May 4, 1904.

There are about 230,000 homes in Philadelphia, and THE BULLETIN goes into a majority of them every evening.

# A Roll of Honor—Continued.

Philadelphia, Press. Av. circ. over 100,000 daily. Net average for April, 1904, 115,901.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1903, 6,745.

Philadelphia, Sunday School Times, weekly. Average for 1903, 102,961. Send for rates to The Religious Press Association, Philadelphia.

Pittsburg, Chronicle-Telegraph. Aver. 1902, 67,842. Sworn statement on application.

Pittsburg, Gazette, M'y and Sun. Aver. d'y for 1903, 60,656. Sworn statement on application.

Pittsburg, Labor World, w'y. Av. 1903, 18,088. Reaches best paid class of workmen in U.S.

Seranton, Times, every eve. E. J. Lynett. Av. for 1903, 21,004. La Costa & Maxwell, N. Y.

Warren, Forenings Vannen, Swedish, mo. Av. 1902, 1,541. Circulates Pa., N. Y. and O.

Washington, Reporter, daily. John L. Stewart, gen. mgr. Average for 1903, 5,697.

West Chester, Local News, daily. W. H. Hodgson. Average for 1903 15,168.

Williamsport, Grit, America's Greatest Weekly. Net paid average 1903, 181,868. Smith & Thompson, Repts., New York and Chicago.

Tork, Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108.

## RHODE ISLAND.

Providence, Daily Journal, 16,485 (C@). Sunday, 19,292 (C@). Evening Bulletin 26,826 average 1903. Providence Journal Co., pubs.

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,888. Only daily in So. Rhode Island.

## SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P. Browne. Average 1903, no issue less than 1,750.

Charleston, Evening Post. Actual d'y. aver. for 1903, 2,842. First 3 months 1904, 2,170.

Columbia, State, daily. State Co. publishers. Actual average for 1903, daily, 6,568; semi-weekly, 2,015; Sunday, 7,765. First 3 months 1904, daily 7,440, Sunday 5,546.

## SOUTH DAKOTA.

Siox Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1903, 5,819. Actual daily aver. for 1903, 5,882.

## TENNESSEE.

Chattanooga, Southern Fruit Grower, mo. Actual average 1903, 17,835. Rate, 15 cents per line. Average for January, 1904, 19,177.

Gallatin, Semi-weekly News. In 1902 no issue less than 1,850. First 6 mos. 1903, 1,425.

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,301.

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1903, daily 28,939, Sunday 28,080, weekly 77,231 (964). March, 1904, daily 34,252, Sunday 47,296, weekly 82,468.

Memphis, Morning News. Actual daily average for 1903, 17,594; March, 1904, average 21,758.

Nashville, Banner, daily. Av. for year ending Feb. 1903, 16,072. Av. for April, 1904, 21,851. Only Nashville daily eligible to Roll of Honor.

Nashville, Progressive Teacher and South'n School Journal, mo. Av. for 1902, 8,400.

## TEXAS.

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1903, 2,744.

La Porte, Chronicle, weekly. G. E. Kepple, publisher. Average for 1902, 1,229.

Paris, Advocate, d'y. W. N. Furey, pub. Actual average, 1903, 1,327.

## UTAH.

Ogden, Standard. Wm. Glasman, pub. Av. for 1902, daily 4,023, semi-weekly 2,051.

## VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1903, 2,710. Last six months 1903, 2,856.

Burlington, Free Press. Actual daily average 1903, 5,544. Circulation examined by Ass'n of Amer. Ad. Only Vermont paper examined.

Burlington, News. Jos. Auld. Actual daily average 1903, 5,046, sworn av. April, 5,658.

## VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1903, 5,092; for 1903, 7,482; February, 8,448; March, 9,241.

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414. The largest circulation between Washington and Atlanta.

## WASHINGTON.

Tacoma, Ledger. Dy. av. 1903, 12,717; Sy., 15,615; w'y., 8,912. Average 4 mos. 1904, dy., 14,511; Sy., 18,289; w'y., 9,482. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

## WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor pub. Average for 1903, 2,504 (1009).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,228. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

## WISCONSIN.

LaCrosse, Leader-Press, daily. Actual average 1903, 5,590.

Milwaukee, Evening Wisconsin, d'y. Evg. Wisconsin Co. Average for 1903, 21,981; December, 1903, 25,090; April, 1904, 25,665 (C@).

## THE EVENING WISCONSIN.

"For the purpose of reaching the intelligent and well-to-do people of Milwaukee I would put the Evening Wisconsin first," said Mr. J. Simon, manager of the Boston Store. He also said: "I would give more for 25,000 circulation of the Evening Wisconsin kind than a hundred thousand of the other kind."

Milwaukee, Germania-Abendpost, d'y. Av. for year end'g Feb., '04, 22,576; av. Feb., '04, 24,508.

Milwaukee, Journal, daily. Journal Co., pub. Av. end. Feb. 1903, 22,504. April, 1904, 22,618.

The advertising merchants of Milwaukee guarantee, under a bond of \$50,000, that the daily paid circulation of The Milwaukee JOURNAL is larger, both in the city and in total, than that of any other Milwaukee newspaper. The Evening Wisconsin and the Milwaukee Daily News refused to allow their books to be investigated by the local merchants, after giving their written consent to do so.

Oshkosh, Northwestern, daily. Average for 1903, 6,428.

Racine, Journal, daily. Journal Printing Co. Average for 1903, 2,702.

Racine, Wisconsin Agriculturist, weekly. Average for 1903, 22,181. First 3 months 1904, 24,720. Advertising \$2.50 per inch.

## A Roll of Honor—Continued.

### BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol publisher. Average for 1903, 5,987.

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1903, 8,695.

### MANITOBA, CAN.

Winnipeg, Der Nordwesten, German w'y. Av. for 1903, 9,565. Only medium in special field.

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 18,824; weekly, 15,905. Daily, April, 1904, 25,611.

### NOVA SCOTIA, CAN.

Halifax, Herald and Evening Mail. Av. 1902, 8,571. Average 1903, 9,941. April, 1904, 15,296.

### ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,975.

Toronto, Star, daily. Average for 1903, 20,971. April, 1904, 31,205.

### QUEBEC, CAN.

Montreal, Herald, daily. Est. 1908. Actual average for 1903, 22,515.

Montreal, La Presse, Trefle Berthiaume, publisher. Actual average 1902, daily 70,420. Average April, 1904, 80,116.

Montreal, Star, dy. & wy. Graham & Co. Av. for '02, dy. 55,079, wy. 121,419 (1903). Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.

The Roll of Honor is an invaluable medium for keeping advertisers posted on our growing circulation, and we have the most direct evidence that it is consulted by general advertisers. I can't speak too highly of it.

WM. SIMPSON,

Business Manager of the Philadelphia Evening Bulletin, in an interview printed in PRINTERS' INK of May 18, 1904.

# THE WANT-AD MEDIUMS OF THE COUNTRY.

**Printers' Ink** has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only prosperous, but of a distinct profitability to an advertiser.

**Publications** entitled to be listed under this heading are charged 10 cents a line a week. Six words make a line.

## CALIFORNIA.

**THE TIMES** prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

**Rate**—ONE CENT A WORD FOR EACH INSERTION; minimum charge 45 cents. 8 word daily average for year 1903, 36,656 copies. Sunday circulation regularly exceeds 51,000 copies.

## COLORADO.

**THE Denver POST**, Sunday edition, May 29, 1904, contained 3,134 classified ads, a total of 73 columns. The **POST** is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the **POST** is five cents per line each insertion, seven words to the line.

## DELAWARE.

**DISCRIMINATIVE** readers take advantage of the **Wilmington EVENING JOURNAL** to have their wants filled. Half cent a word.

**THE Wilmington MORNING NEWS** is the paper for results—for "Wants" and other classified advertisements. Only morning paper.

## DISTRICT OF COLUMBIA.

**THE Washington, D. C., EVENING STAR** (66) carries DOUBLE the number of WANT Ads of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

## GEORGIA.

**THE Atlanta JOURNAL** carries three times as many Wants as its chief competitor.

**THE Augusta CHRONICLE** is the want advertising medium for the western half of South Carolina and the eastern half of Georgia.

## ILLINOIS.

**THE Cairo BULLETIN** carries more than twice as many paid Want ads as the other three local newspapers combined.

**THE Chicago DAILY NEWS** is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 634,636 individual advertisements. Of these 305,556 were transmitted to the **DAILY NEWS** office by telephone. No free Want ads are published. The **DAILY NEWS** rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the **DAILY NEWS**," says the **Post Office Review**.

## INDIANA.

**TERRE HAUTE STAR** carries more Want ads than all other **Terre Haute** dailies.

**THE Linton CALL** is the only daily in Greene and Sullivan counties; population, 75,000. Wants, 1 cent per word.

**THE MARIOS LEADER** is acknowledged the best result getter for classified advertisers. One-half cent per word each insertion.

**MUNCIE STAR** carries more Want ads than any other Indiana morning newspaper, with the exception of the **Indianapolis STAR**.

**INDIANAPOLIS STAR** since January first has more than doubled the volume of its Classified advertising. On Sunday, April 10, the **STAR** carried more than two full pages of Want Ads.

**THE Indianapolis News** in 1903 printed 135,804 more classified advertisements than all other dailies of Indianapolis combined, and printed a total of 364,123 separate and distinct paid Want advertisements.

## IOWA.

**THE Des Moines CAPITAL** guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is one of the want ad mediums of Iowa. Rate, one cent a word. By the month, 41 per line. It is published six evenings a week. Saturday the big day.

## KENTUCKY.

**THE Owensboro DAILY INQUIRER** carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

## MARYLAND.

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

**THE Brockton (Mass.) DAILY ENTERPRISE** carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free.

**THE Boston GLOBE**, daily and Sunday, carries more Want ads than any other paper in New England because it brings results to the advertiser. A trial convinces.

**THE Boston HERALD**'s increase of classified advertising for May, 1904, over amount carried during same month last year, figures up 144% columns, or 47,133 square lines, net.

MORE advertisements of "Houses for the Summer" are published in the **Boston EVENING TRANSCRIPT** than in any other paper in America. It is the leading resort medium of New England.

## MINNESOTA.

**FIGURES** that prove that the **Minneapolis JOURNAL** carries the most "Want ads" of any daily paper in the Northwest:

	Journal.	Nearest Daily Competitor.
Year 1903	2,960 cols.	1,960 cols.
Jan. 1904	263 "	118 "
Feb. 1904	194 "	118 "
Mar. 1904	263 "	145 "

**THE MINNEAPOLIS TRIBUNE** is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 30,000 subscribers, which is more than 20,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price, no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of Wanted advertisements or the amount in volume.



## MISSOURI.

THE Kansas City TIMES (morning), The Kansas City STAR (evening) carry all of Kansas City's "Wants." The Kansas City SUNDAY STAR prints over eight pages of paid Wants every Sunday. The reason—because everybody in Kansas City reads the TIMES and the STAR.

THE Joplin GLOBE is the leading daily in the Missouri-Kansas Lead and Zinc Mining district. Circulation over 11,000. A page of Want ads. Send for sample copy.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 31 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpareil line.

## NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates: 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. DAILY STAR, Lincoln, Neb.

## NEW JERSEY.

ELIZABETH DAILY JOURNAL is the only want ad medium in Elizabeth. Home paper; covers Union county. Largest circulation. Most advertising.

## NEW YORK.

THE POST EXPRESS is the best afternoon Want ad medium in Rochester.

BROOKLYN DAILY EAGLE, New York City. The great want and classified advertising medium in Greater New York. Carries more summer resort advertising than any other paper in the United States.

THE TIMES-UNION, of Albany, New York. Better medium for want and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

EVENING JOURNAL, Albany, N. Y., covers the field of Eastern New York for want or classified advertising.

IT DOES NOT PAD ITS COLUMNS WITH FAKE ADVERTISEMENTS TO MAKE BIG SHOW.

IN New York City the STAATS ZEITUNG (©) is the leading German daily, carrying the largest amount of Want advertisements. It reaches the great masses of intelligent Germans in and around the great American metropolis.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, ten cents a line per issue flat; six words to a line. Sample copies, ten cents.

## OHIO.

THE Dayton, O., HERALD has the call for classified advertisements in Dayton. It's the home paper and gives results.

THE MANSFIELD NEWS publishes daily more Want ads than any other 30,000 population newspaper; 30 words or less 3 consecutive times or less, 35c; one cent per each additional word.

THE TROY RECORD gives wants circulation 1,138 homes (average for 1903) in Troy and Central Miami County, Ohio. Average last week, 1,502. Thirty words, one week, 35c., extra words 1c.

DURING the month of April, 1904, the Dayton, O., NEWS carried 36 1/2 more want advertising than its nearest competitor, regardless of its price being twice that of its nearest competitor. The NEWS has just established 36 branch stations in representative parts of the city, and its Want columns will be better than ever.

## VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (\$7,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

## PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

PHILADELPHIA, THE EVENING BULLETIN—Want ads in THE BULLETIN pay for a number of reasons. First, in Philadelphia nearly everybody reads THE BULLETIN. Second, THE BULLETIN has by many thousands the largest city circulation of any Philadelphia newspaper. (See Roll of Honor col.) Third, THE BULLETIN goes daily into more Philadelphia homes than any other medium. Fourth, THE BULLETIN will not print in its classified columns advertisements of a misleading or doubtful nature, those that carry stamp or coin clauses, nor those that do not offer legitimate employment.

## RHODE ISLAND.

A GLANCE at the "Want" page of the Providence, R. I., DAILY NEWS will convince any reader that it stands second to none in Providence as a "Want" ad medium. We make a specialty of this business. One cent a word first time, 1/2 cent subsequent insertions.

## TEXAS.

FORT Worth SUNDAY TELEGRAM—\$400 paid. Wants, 1 cent a word. A sure puller. Test solicited.

TEXAS STOCKMAN-JOURNAL, Fort Worth—Only exclusive stock paper in Texas. Circulation 13,000. Wants, 1 cent a word.

## BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday COLONIST than in any other paper west of Winnipeg. The following is commended to the attention of advertisers looking for trade in B. C.: "Mr. Sarel, of the B. C. Book Store (Vancouver), recently advertised in the Victoria COLONIST, the Vancouver News-Advertiser and an afternoon Vancouver paper in connection with the purchasing of a ranch. It has been ascertained by the COLONIST correspondent that the replies through the COLONIST were nine in number and more numerous than the other two papers combined."—Extract from a letter received from Vancouver correspondent of the COLONIST.

## CANADA.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. It is the paper of the present and the future. Sworn daily average circulation, 31,300.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. THE FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

THE great Want ad. medium of Hamilton, Canada, is the HERALD, the independent newspaper. The HERALD is the only Hamilton newspaper that furnishes detailed statement of circulation sworn to by president and circulation manager. Books always open. The HERALD is famous for results, and gives better returns than all other Hamilton mediums combined. Want ads rates one cent a word, six insertions for four cents a word cash.

BY actual count, the EVENING TELEGRAM of Toronto carries more classified advertising than any other Canadian paper, and as much as the other five dailies in Toronto combined. The EVENING TELEGRAM published 34,222 classified ads. in April, and for the first two weeks in May, 1904. It is not only the greatest "Want Ad" medium, but one of the strongest advertising propositions in this country. Skeptics please investigate. Daily average circulation for April, \$2,550. 10,000 lines, 15 months, 5c. per line. 20,000 lines, 5c. per line.

# Some Me

\$10,000 for an expert to manage their adver  
\$5 for an annual subscription to PRINTERS' I  
tisers and business men, published every W  
advertisers are thinking about. But even t  
There are men who lose over \$100,000 a year

Every business man connected with a  
regular reader of PRINTERS' INK. This state  
manufacturers and jobbers alike. No business  
did not become a better informed business man

The annual subscription price to PRINT  
able in advance, or less than **Ten Cents** a w

If you are timid about the **Five**, send  
subscription and get convinced that it is th

ADDRESS

**CHAS. J. ZINGG, Business**

10 SPRUCE STREET,

# Men Pay

their advertising. There are others who pay PRINTERS' INK—the leading journal for advertising every Wednesday—and learn what all the But even these are not the extremes reached. 1000 a year by doing neither one.

ed with advertising in any way should be a This statement includes retailers, wholesalers, No business man ever read PRINTERS' INK and business man for doing so.

e to PRINTERS' INK is **Five Dollars**, pay-  
Cents a week.

ve, and **One** dollar for a three months' trial  
that it is the wisest expenditure you ever made.

ADDRESS

Business Manager PRINTERS' INK,  
STREET, NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

## ADVERTISING RATES:

Classified advertisements, Advertising Agents and Want Ad Mediums, set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$30 a page.

Displayed advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40).

For specified position (if granted), 25 per cent additional.

For position (full page) first on first or last on last cover, double price.

For inside of cover pages or first advertisement on a right-hand page (full pages) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Publisher.

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-58 Ludgate Hill, E.C.

NEW YORK, JUNE 8, 1904.

## A REAL ESTATE BOOKLET.

The real estate man, in common with many other advertisers, assumes that the public knows all about his business. It is a curious trait of the advertiser, in fact, that while he is not always willing to credit the public with intelligence, he thinks there is no detail about his own affairs that is not generally known. And, on the other hand, it is a curious trait of the public that, while usually better informed on general matters than the advertiser believes, it is ignorant of technical business matters.

The public doesn't know a great deal about real estate. In a vague way, of course, it knows that the real estate man will sell a house on installments or put a sign in an empty store and undertake to find a tenant. But of the great big subject of real estate as an investment, good or bad, and the value of an expert's knowledge in buying, selling and managing the public really knows very little. The real estate man seems to be the last one willing to furnish information. His advertising is admirable for its optimism and "come on" arguments,

but decidedly weak in information.

"Practical Points on Real Estate" is a booklet full of real estate information, sent out to property owners and investors by Ernest Tribelhorn, a real estate specialist at 42 Broadway, New York. There is a chapter on the appraisal of real estate, showing how location not only affects values, but determines what sort of building must be erected on a given piece of property, and at what cost, to make it a producer of profit. Every month some misguided investor makes such an error as that of erecting a Waldorf-Astoria in a dollar-a-day location. The true value of property is its earning power. Another chapter deals with management of property, keen supervision of expenses, repairs, tenants, etc. Another deals with the benefits of co-operative management of properties under an experienced agent. Still another goes into the subject of hotels and apartment houses, showing not only the profit of careful management of such property, but the value of kindly relations between master and employees. "Purchase of Real Estate" advocates certainty of a fair income rather than buying for large profits, getting property that will always be marketable, avoiding "booms," investigating previous record, etc. "Sale of Real Estate" shows the importance of putting to the front the merits of property, and looking for the man who wants that kind of investment. Exchanging, insuring and advertising real estate are treated succinctly and sensibly. The element of uncertainty in real estate is expounded in a chapter on "The Unforeseen." Mr. Tribelhorn's services to buyers, sellers and owners are treated in several pages of convincing detail as to the methods of "doctoring" sick buildings and putting them on a healthy financial basis, the reconstruction of bad running systems in office buildings, hotels, apartment houses, etc.; the value of an expert's examination and report on property, the suggesting of improvements that will add to earning power, the wisdom of frequent inspections, the art of buying supplies and repairs at reasonable cost, adjustment of expenses, subletting and other technical matters. The booklet will be a revelation to the average property owner, for it shows

scientific business methods applied to a field that is, to an inconceivable extent, dominated by mere "luck." Mr. Tribelhorn appears to be an expert of an exceptional kind, but probably every experienced real estate man knows his own locality as thoroughly. If he would adopt this specialist's methods of advertising himself by that knowledge he would unquestionably attract business of the most desirable kind.

THE J. E. Van Doren Special Agency has been appointed special Representative for the New Orleans *Times-Democrat* to manage all of its foreign advertising business, the appointment taking effect from June 1, 1904.

AN excellent life insurance brochure, reasonably free from technicalities, is used by the Mutual Protective League, Litchfield, Ill., to advertise its three forms of policies. Tables of cost show exactly what a prospective member will have to pay, and the security of the organization is made the subject of convincing argument.

THE present action of the postal authorities is radical, and may result in a series of suits similar to those provoked by the second-class matter exclusions two years ago. In the main, however, more good will be done than harm. Besides fraud orders against swindling advertisers, restrictions are to be put upon the mail privileges of quack doctors, and the "lid" will also be put on certain objectionable forms of advertising in newspapers and magazines. Whenever a periodical prints advertising that, in the opinion of the postal authorities, is beyond the pale of honesty or decency the publisher will be notified to discontinue it.

*McClure's Magazine* is sending out a series of fine folders to promote hotel advertising in the hotel directory that is a regular feature of its advertising section. No hotel is allowed in this directory unless it proves that it is first class. In small towns the advertising is restricted to one establishment, with as many as can show quality in large cities.

AN oddity in literature for an advertisement constructor is a little booklet entitled "The Tame Trout and Other Backwoods Fairy Tales," by Francis I. Maule, the Philadelphia specialist. Mr. Maule got these stories direct from Ed. Grant, the Beaver Pond guide, during a trip in Maine, and while chronicled in all seriousness they irresistibly remind one of W. S. Gilbert's admission concerning the "Bab Ballads"—that "they are not, as a rule, founded on fact." That detail aside, however, the tales are entirely suited for the family circle. They contain the imagination and originality peculiar to stories from the woods, and Mr. Maule has very skillfully preserved their native flavor. The little volume bears the imprint of *Maine Woods*, Phillips, Me.

#### A NEW RECORD.

With "pardonable pride" the *Evening Telegram* feels justified in calling attention to the fact that in its issue of Wednesday, May 25, a new record was established for the amount of advertising carried in its columns.

The best record prior to yesterday was 68 columns in a single number. The total amount of advertising in the *Evening Telegram's* pages yesterday was 74 columns, necessitating added pages that the advertisers might be suitably accommodated and the publication of the news not be curtailed for the interest and entertainment of our constantly increasing readers.

It is unusual for a newspaper to break an advertising record in what is generally considered the beginning of the dull season, and the fact that the *Evening Telegram* did so is exceptional testimony to the high appreciation in which it is held both by business men and the thousands who have found the small "ads" an admirable medium to facilitate trade.—*The Evening Telegram, Herald Square, N. Y.*

#### THE ADVERTISING IDEA.

Every up-to-date advertiser and publisher should be posted regarding the Advertising Idea of the Century, **The International Federation of Advertising Interests.** The plan and scope of this great organization is explained in detail in a pamphlet just issued. No intelligent, thoughtful student of advertising can afford to say he don't know anything about this great organization. Send five two-cent stamps for a copy to S. L. MORGAN, 532 Decatur St., Brooklyn, N. Y.

A **TIMELY** advertising novelty sent out by the Inland Type Foundry, St. Louis, is a vestpocket map of that city, with a diagram of the fair grounds.

A **WINDOW** feature that has proved very successful at the store of Catesby & Sons, London, is a war news bulletin service. The latest intelligence from the Far East is posted in the firm's windows on large blanks the size of a one-sheet poster, specially printed for the purpose. A specimen bulletin sent the Little Schoolmaster reads:

**CATESBY'S CORK LINOGRAM.**  
(Special Central News Telegram.)

Catesby, London:

The Central News correspondent reports during Sunday's attack on Port Arthur the Russian cruiser "Boyarin" was one of the ships torpedoed; the loss to Russia is very serious.

N. B.—Any inquiries about Catesby's Cork Lino should be made at No. 65.

"How to Get Subscriptions" is a little booklet sent to canvassers for the *Ladies' Home Journal* and *Saturday Evening Post*, but there ought to be several illuminating lessons for advertising writers in its suggestions for interesting people in these magazines. After dealing with personal appearance and the methods of getting a hearing it shows how interest can be aroused by dwelling upon special features of the publications rather than generalities, and in an appendix are given forceful facts about the way the printing and mailing are done. Along with this booklet is sent another entitled "Tales of an Old Timer," giving short stories from a canvasser's experience.

#### A FAIR REPORT.

58 Courier-Journal Bldg.,  
LOUISVILLE, Ky., May 27, 1904.

Editor of **PRINTERS' INK**:

In the current issue of **PRINTERS' INK** I read with real interest "Daily Newspaper Investigations," Paper No. VII., Louisville, Ky. Being familiar with the local advertising field, I can indorse the article as being a most fair presentation of the subject. It does justice to publications, and gives valuable information to the prospective advertiser.

The writer shows careful research into local conditions, and treats the subject with a grasp and force of expression that gives dependable value to the paper. Yours very truly,

JOHN HERR SUTCLIFFE,  
Advertising Agent.

The government of New South Wales maintains a press bureau, it is reported, paying a journalist in its employ a salary of \$2,000 a year to write articles about the colony. These are sent to foreign papers gratis.

"**ACCORDING to Your Ability**" is an interesting booklet sent out to members of the Nostrand Avenue M. E. Church, Brooklyn, by the official board. It gives a schedule of the church's estimated expenses for the coming year and announces that a Sunday is to be set aside for ascertaining how much each member will pledge as a regular weekly payment. The regular payment is contrasted with the habit of dropping loose change into the plate, and the manner in which the new plan has worked in other congregations is cited in its favor. The booklet is thoroughly businesslike, as the following extracts show:

A church like ours is a big institution to manage. In the first place it represents an investment of \$110,000 in buildings and lands—quite a plant to look after. When we think of the tons of coal required to keep people warm, the amount of gas and electricity needed to light the buildings, the hundreds of chairs and cushions and the yards of carpet to be kept in order, and then consider the thousands of people who attend our services and meetings, we begin to realize that it is indeed no small affair. You are a part owner in this enterprise; its success depends on you. The man who drops in the plate the small change he happens to have in his pocket does not give thoughtfully; it is better to be systematic in giving as it is in everything else, not thinking how small the amount shall be, but how much I can give, and how promptly I can pay, so that there shall be no embarrassment in meeting the obligations of the church. Members, probationers, Sunday-school scholars, those who attend only the morning and those who can come only to the evening services, *all* are invited to become regular subscribers—liberal, cheerful, thoughtful, intelligent, systematic givers, ready to contribute to deserving objects, and if absent on collection Sundays the cause does not suffer because it is on the list, the money is set aside for it and the payment is made on the next Sunday. A word about plate collections. Be generous—pennies are good, but it is possible to have too much of even a good thing; please do not reserve your coppers for church purposes. "The *silver* is mine, and the *gold* is mine, saith the Lord." Kindly remember this when the plates are passing.



THE Dominion Atlantic Railway and Steamship Company, which has operated a fine line of steamers between Boston and Yarmouth, is to put on a service, beginning June 25th, from New York to Yarmouth and Halifax, N. S. This is one of the most delightful of summer vacation trips, and large space will be used in advertising it in the dailies and prominent weeklies. The business will be put out by Frank Presbrey Co.

GEORGE M. BABCOCK, advertising manager for Bamberger & Company, Newark, N. J., has resigned his position for the purpose of taking up some enterprises of his own in California. When Mr. Babcock took charge of the advertising department of Bamberger & Company, six years ago, the firm was doing a business of about half a million annually; last year the business of the house was five times greater—pretty conclusive evidence that no serious error was made in its department of publicity. Walter S. Moier, lately of the Fourteenth Street Store, New York, will succeed Mr. Babcock on June 15th.

#### CHECKFUL OF INFORMATION.

George P. Rowell, for thirty-six years publisher of the American Newspaper Directory, is now sending out the 1904 edition. It is the same remarkable and invaluable book that it has been for years, except that it is brought thoroughly up to date. There is only one American Newspaper Directory, and that is the directory which the advertisers regard as their Bible. It teems with important facts and figures, gathered and presented without an iota of partiality to friend or discrimination against those who for years have opposed Mr. Rowell and the book of information, which is easily one of the most important factors in modern advertising. To the many who esteem the directory and the few who oppose it, it is alike found of inestimable value. A general advertiser endeavoring to do business without Rowell's directory would be very much like the spectacle of a printer trying to get along without ink. For 1904 the directory includes the usual description of all the newspapers and periodicals published in the United States and Canada and Newfoundland, and of the cities in which they are published. It is checkful of information. — *Newspaperdom*, N. Y., May 26, 1904.

TOPICS of interest to the men who build circulation will be discussed at the sixth annual convention of the National Association of Managers of Newspaper Circulation at St. Louis, June 13-15. Papers have been prepared by D. B. G. Rose, *Louisville Post*; Robert L. McLean, *Philadelphia Bulletin*; W. J. Darby, *Toronto Mail and Empire*; J. R. Taylor, *Grand Rapids Press*; W. T. Arkinson, *Buffalo Courier*; W. H. Gillespie, *Detroit Free Press*; J. W. Magers, *Baltimore News*; K. T. Boardman, *Minneapolis Journal*; and W. T. Moore, *Indianapolis Sentinel*.

WHEN the guests of the Hotel Imperial, Atlantic City, sit down to their meals they have placed before them not only a menu enumerating the dishes from which to make a selection, but also have a newspaper on the same bill of fare, which is printed on a small flyleaf, attached to the left hand corner of the bill. This paper contains the news of the day condensed. It gives the visitor all the news desired for a day's pleasure. Besides telling of events happening, it gives directions how to get to the piers, when the horse show will take place and where it is to be held; how to get to the railroad stations; informs the diner that Atlantic City is fifty years old and will give a jubilee celebration in June, and a fund of other valuable information. Such a bill is truly a novelty, and the guests at the house are highly pleased. The menu-newspaper has made a hit, and the prospects are that it will be adopted by other hotel men. The paper is called *Imperial News*. It is printed daily and is the idea of Mr. W. Chandler Stewart, manager of the Imperial Hotel.

## The Montgomery Advertiser.

"Alabama's Only Metropolitan Newspaper."

Sworn Net Paid Circulation for 1903: Daily, 11,071; Sunday, 15,051; Weekly, 13,567. Accorded Double Golden Symbol (GG) by The American Newspaper Directory.

"PERHAPS my ads ain't the best that could be written, or pretty to look at, but they pay me, and I don't see no reason to improve 'em," say some advertisers. When indifferent advertising brings returns it is the best possible indication that better publicity would increase them.

Most people are too busy to read long-drawn arguments. Have an idea. Begin with this idea like the crack of a pistol. If it is a good idea, little argument is needed. It will be understood if clothed in simple language. Simplicity does not mean bad grammar and slangy phrases—rather a nicety in the choice of words. Short, sharp sentences, like blows straight from the shoulder, make the strongest hits. Only deceit needs a flowery verbiage to cover its falsity. Truth flourishes best in the open. The argument made, stop—the quicker the better. Brevity and conciseness are always clear, never blurred, and point the way straight as an index finger at a road fork.

THE general passenger agent, in advertising his one commodity, travel, is incidentally advertising all other commodities. Increase of travel means increase of every business under the sun. First, the people who travel spend money for better clothing, for impedimenta of all varieties, for literature about the places they are to visit. When likely to live better than when at home—or at least to spend more money for food, lodging, side trips and comforts. Travel teaches them new ways of being comfortable, and when they return home they are practically certain to enlarge their scheme of living according to new, liberal views they have acquired. Travel is an education. It is more directly educational than the schools, and the scholars are more receptive and quicker at getting their lessons. Therefore, the general passenger agent, in advertising his road—or better yet, all roads—is a general benefactor, and those narrow enough to oppose his efforts are standing in their own light and the light of several million more of us.

IN the first-page advertisement of the Indianapolis *Star*, printed in PRINTERS' INK for May 25, paragraph two ought to have read, "The investigation will cover a period of two months, ending April 30, 1904."

MAGAZINE advertising continues to increase, and the number of magazines is greater to-day than ever before.

The fact is that the advertisements have become to the reader one of the most exciting features of the magazine.

The man who asserts that he tears off and throws away the advertising pages is becoming less and less frequent. And it is probably safe to assume that certainly sixty and probably eighty per cent of the readers of the magazines at least casually glance over the advertisements. That a very large percentage of the readers do more than this, and actually read the ads, is proven conclusively by the results that come to the advertisers.

The fact is that not more than one-tenth of those who might profitably use magazine space do use it. There are literally thousands of manufacturers in the country who could increase the sale of their product by judicious use of magazine space.

As in all other forms of advertising, there are two ways of getting results from magazine space. One is to use small space and persist in it year after year, the result from such a way being necessarily slow, but practically certain. The other method is for people who are in a hurry and who are willing to pay for speed: that is, to use large space in practically all of the good publications and to use it long enough.

The magazine advertising will not do it all. The product must be right, the business management good—and this latter includes an intelligent and effective following up, not only of inquiries, but of dealers in case the goods are not sold direct.

Even a very small space used persistently for a series of years will eventually establish a trademark indelibly in the minds of the people. An expenditure of a few thousand dollars per year will in the course of time establish a trademark that will practically, without exception, be worth several times the total cost of the advertising.—*Advertising Experience.*

"THE Field and the Paper" is a strong little booklet from the *Daily Advocate*, Paris, Texas, telling on alternate pages some of the reasons why this town is one of the most prosperous in that State and why the *Advocate* is a desirable medium for reaching its people. The *Advocate* publishes its circulation in the Roll of Honor.

THE story of varnish-making from the time the fossil gum of the kauri pine is gathered by New Zealanders until the finished, guaranteed product is ready for the brush, has been made up into an interesting story-booklet, "The Varnish Tree," for Edward Smith & Co., New York and Chicago. A Roycroft style of typography is used for the telling, and beneath each page of text is a letter from somebody who has sold or employed Smith varnishes. The brochure bears the imprint of Edwin H. Haven, New York.

A DISTILLER at Columbus, Ohio, has been sentenced to a year's imprisonment and a fine of \$500 for refilling the square bottle of Mount Vernon Rye with his own product. This sentence was passed under the Ohio statute of 1898, which was designed to cover such frauds. Two members of the firm of William I. Strauss & Co., 27 Warren street, New York, were recently sentenced to ten days in the City Prison and \$500 fine for knowingly having in their possession counterfeit trademarks of a well-advertised brand of whiskey. The Appellate Division of the New York Supreme Court has affirmed the decision.

#### INTERESTING FACTS.

With the June issue the advertising rate for the Butterick Trio, which is composed of the *Delineator*, over 950,000 circulation; the *Designer*, 250,000 circulation, and the *New Idea Woman's Magazine*, 200,000 circulation, will be \$7 a line, less 5 per cent; for any space less than two columns; \$7 a line, less 10 per cent, for any space for a double-column advertisement; \$7 a line, less 15 per cent, for pages, when the same size advertisement with same copy and with the same key is ordered. That makes the net rate to the advertiser \$6.65 for space less than two columns, \$6.30 for double columns, and \$5.95 a line for pages for a circulation exceeding 1,400,000 each issue.

This change in rate has been instigated by the fact that the *Delineator*, being a much older publication, and much better known, has overshadowed the *Designer* and the *New Idea Woman's Magazine* (because their circulations are comparatively small) to such an extent that many advertisers have not given them the consideration they deserve. For their cost they are clearly as valuable to an advertiser as the *Delineator*, and by this change in rate the advertiser can secure now 1,400,000 circulation of a higher quality at less cost than any other woman's publication.

The *Designer's* circulation about a year ago was checked up against the *Delineator's* circulation of 225,000 names of subscribers on our books received during the months of November and December, and the most careful checking developed the fact that the total duplication of circulation between the *Designer* and the *Delineator* did not exceed 5,000 names for the whole circulation; and in checking up the *New Idea Woman's Magazine* in the same way it was developed that the circulation of the *New Idea Woman's Magazine* did not duplicate the circulation of the *Delineator* more than about 1,300 names.

After ascertaining these facts and being satisfied of their accuracy, and having personal knowledge for the past three years that the *Designer* is steadily growing in its volume of advertising, based upon its profitability and use to those advertisers who are giving it a fair trial at the same time they are using the *Delineator*, and while the *New Idea Woman's Magazine* has increased in circulation tremendously within twelve months, it has also increased its advertising much faster and to the profitable satisfaction of those who are using it.

I felt that the best way to bring these two smaller, equally valuable magazines to the notice of the *Delineator* advertisers was to combine them in one rate, and for that purpose the change has been made. — Thomas Balmer in *Woman's Herald for Men*.

We recognize that PRINTERS' INK is in a class all by itself and is by far the most influential magazine in its line in the world.

WM. SIMPSON, Business Manager  
the *Evening Bulletin*.

PHILADELPHIA, May 19, 1904.

THE F. F. Pulver Co., Rochester, N. Y., "makers of original celluloid novelties that advertise," send a batch of their products consisting of bookmarks, stamps and memorandum books, buttons, blotters, etc., which are commendable for their beauty as well as for their practical purpose.

### A TRUTHFUL SHEET.

For six years it has been our custom to furnish detailed statements of our circulation to the American Newspaper Directory. Reference to its 1904 issue will show that the *National Advertiser* is therein rated at 717, net paid, less all free, unsold and returned copies.—*National Advertiser*, May 14, 1904.

Six postal cards in an excellent imitation of handwriting are sent to hotel and resort managers by the New York *Evening Post* to interest them in its advertising space. The last card of the series reads: "Why did PRINTERS' INK, the national authority on advertising, say, 'The *Evening Post* has been for several years the best evening paper in America for hotel advertising; the advertiser who will use but one evening paper in New York City will, nine times in ten, act wisely in selecting the *Evening Post*?' It ought to know."

THE bankruptcy petition of the Pettingill Agency, recently filed at Boston, breaks all records in that city for length, it is said. The total liabilities amount to \$1,217,000, of which \$1,205,000 is unsecured and distributed among 7,000 creditors, chiefly newspapers. Assets are scheduled nominally at \$30,787.82, represented in cash, which is in the hands of the receiver. Some 250 creditors hold stock in the Dr. Greene Nervura Co., which is said to be practically worthless. Among the largest creditors are:

Journal \$2770.11, Telegram \$1542.80, Times-Union \$2169.89, of Albany, N. Y.; Constitution \$5946.18, Atlanta, Ga.; Vickery & Hill, Augusta, Me., \$2056.97; Commercial, Bangor, Me., \$2239.20; Beckwith Special Agency, New York, \$22,309.44; Herald, Binghamton, N. Y., \$1247.01; Globe \$20,471.79, Advertiser \$271.44, Herald 25,077.39, Journal \$820.83, N. E. Farmer \$540.02, Post \$9035.88,

Record \$9076.98, Republic \$951.92, Transcript \$1740.46, Traveler \$2320, Youth's Companion \$3032.75, of Boston; Eagle \$8903.50, Standard-Union \$3125.38, and Times \$4489, of Brooklyn, N. Y.; Courier and Enquirer \$5711.15, Express \$1981.44, News \$5248.74, Times \$4312.61, of Buffalo, N. Y.; News and Courier, Charleston, Ill., \$1500; American \$19,028.46, Chronicle \$2119.87, Examiner \$2274.68, Inter-Ocean \$6184.60, News \$6200, Newspaper Union \$20,061.75, Record-Herald \$3950.23, Tribune \$6000, of Chicago; Commercial Union, Fayette, \$2683.94, Enquirer \$4794, Post \$1351, Times-Star \$4566.73, of Cincinnati; Farmer \$3776.37, Leader \$3550, Press \$4700, of Cleveland; Denver News \$3000, Free Press \$5136.88, News \$7717, of Detroit; Herald \$511.26, Globe \$1436, News \$1046, of Fall River; Fitchburg Sentinel \$1837.03; Shore Line Times, Guilford, Conn., \$2447.42; Hartford, Conn., Times, \$4938.57, Indianapolis Sentinel, \$2248.54; Jersey City Journal, \$2289.75; Journal \$5324.47, Star \$5150.38, Word \$2008.75; of Kansas City; Kellogg Newspaper Company, New York, \$31,098.78; Lincoln, Neb., Journal, \$2052.89; Los Angeles Times-Union, \$1650; Courier-Journal \$5225.01, Times \$1244, of Louisville; Citizen, Courier and Journal \$1091.49, Sun \$4000, of Lowell; Memphis Commercial-Appeal, \$2550; Milwaukee Journal \$1736.50, P. Ugeblatt & Co., Minneapolis, \$5826.46; Newark News \$4645, American Journal \$22,646.05; Century \$3183.68, Collier's Weekly \$5071.31, Commercial Advertiser \$2996.40, L. H. Crall \$3765.06, Delineator \$1628.70, Frank Leslie's Weekly \$2437, Harper's \$3128.17, Herald \$2442.32, Jewish News \$1068.21, Ladies' World \$1151.54, Life \$1911, Mail and Express \$2937, McClure's Magazine \$2070, Munsey's \$4479.68, Newspaper Union (W. H. Remington) \$38,221.05, Newspaper Union and Atlantic List \$15,553, People's Home Journal \$2151, Puck \$2346, Post \$2033, Press \$3506, Review of Reviews \$3992, Scribners' \$1907, Success \$5272, Sun \$18,301.80, Telegram \$4790, Times \$2197, Tribune \$2159, World \$34,595, all of New York; Omaha World-Herald \$2388, American \$5424, Inquirer \$8700, Record \$6818, Telegraph \$3239, of Philadelphia; Chronicle-Telegraph \$1145.19, Commercial Gazette \$2642, Post \$1148, Press \$3082, of Pittsburgh; Oregonian \$4184, Telegram \$1236, of Portland, Ore.; Journal and Bulletin \$6792.60, Telegram \$5370, of Providence, R. I.; Quincy, Ill., Whig \$4047.68; Globe Democrat \$6300, Republic \$10,769, of St. Louis; Dispatch \$3060, Globe \$1259, of St. Paul, Minn.; Bulletin \$2800, Anthony & Scoville \$5724, Chronicle \$4360, Examiner \$2382, Pacific Coast Newspaper Union \$4054, all of San Francisco.

Besides these claims there is a lengthy list of creditors on merchandise accounts, the principal being as follows: Advertising Plate Company, New York, 46,120.95; American Type Foundry Company \$20,041.51, C. J. Peters & Son, 145 High street, Boston, \$3157.37; Adams Express Company \$1008 and F. G. Perrine, 33 Bellevue street, Dorchester, \$198.60.

**MR. CHARLES MULFORD ROBINSON** points out the "Artistic Possibilities of Advertising" in the July number of the *Atlantic Monthly*. This is Mr. Robinson's second contribution to the series of articles which the *Atlantic* is publishing on commercial subjects. His first appeared in the March issue, the subject being, "Abuses of Public Advertising." Mr. Robinson is a member of the National Committee on Municipal Improvement of the Architectural League of America and secretary of the American Park and Outdoor Art Association.

THE *Minneapolis Journal* says editorially with regard to the International Federation of Advertisers:

In these days of organization there is undoubtedly much to be gained by association of large advertisers with each other for the purpose of developing the value of different mediums of publicity, and the most effective ways in which to use them. Advertising is as yet a comparatively new art, and affords abundant opportunity for study and experiment for the purpose of producing the best possible results. This organization, moreover, proceeds upon the theory that advertising is an investment, the value of which the investor is bound to take into account and figure upon as closely as he would upon the cost of the goods to be advertised or upon any other item of expense incurred in producing and handling them. It contemplates a broad field of operations. It undertakes to do a great many things for the advertiser which in the nature of things he cannot do for himself. In preparing and placing his advertisement he will have facilities through this organization for finding out such facts as he might wish to learn with reference to the probable disposition and the ability of the public in any particular locality to buy what he has to sell. Information bearing upon conditions in different sections and the facilities for reaching those sections will be collected and classified and made instantly available to any member on application to the headquarters of the association.

AN excellent little pamphlet from the *Record of Christian Work*, East Northfield, Mass., reproduces the statement of circulation that was made to the Roll of Honor, together with this vigorous credo:

*We believe* in known circulation.

*We believe* that the space buyer should know the quality as well as the quantity of service he purchases.

*We believe* that the publisher should assist the advertiser by giving such information as will enable the advertiser to best prepare copy for that particular publication.

*We believe* that the publisher should allow only clean, reliable advertising to appear in his publication, thereby protecting the subscriber and the advertiser. Advertising copy therefore is subject to our approval.

An advertiser buys something more than so much white paper when he takes space in a magazine. He receives, in addition, the publisher's approval of the advertisement, his recommendation of it to the subscriber, and the distribution of it to a select list of people, constituting a market wholly inaccessible except through that particular publication. The value of the publisher's endorsement, the value of the distribution, the value of the market thus opened, increases rather than depreciates. So why have discounts for time or space? By so having, a publication virtually admits that the service rendered becomes less valuable the longer it is used. Advertising in magazines is a service rendered by the publisher, space being but one factor of that service.

Our rate is uniform. Ten cents per agate line.

This publication also issues a rate card that conforms to the specifications given some time ago in *PRINTERS' INK* for a card uniform in size and information, designed to fit the advertiser's card index. This card measures 3¼x5 inches, and gives rates, number of words to line, number of lines to page, size of printed page, date of closing, restrictions on advertising copy, and so forth. The circulation is not mentioned. In the space where it should appear the publisher says: "Circulation growing; see Roll of Honor or any other reliable directory."

**Address all correspondence, payments, orders and copy for advertisements in PRINTERS' INK to the Business Manager of PRINTERS' INK.**

**THE** New York *American and Journal* now gives blue trading stamps with each issue. A coupon printed opposite the heading is good for two ten-cent stamps of this color at any branch office of the Benedict & Macfarlane Co. Fifty cents' worth are given with the Sunday issue.

**ANOTHER** dinner was given Boston textile manufacturers at the Hotel Lenox in that city recently, the host being Franklin P. Shumway of the Shumway Agency, Boston. Textile advertising was the theme of the evening, and some very interesting papers were read. The speakers were Arthur B. Hitchcock, Boston representative of the Curtis Publishing Co., H. S. Heitkamp, of the Gilbert Manufacturing Co., New York, and S. G. Rosenbaum, of the National Cloak and Suit Co., New York. The latter reviewed his advertising experiences of the past twenty years. He said that sixteen years ago his firm expended something like \$2,000 for advertising, while this year's appropriation is something like \$170,000. He gave a number of instances where goods, which at first thought would not seem to be adapted to successful pushing by advertising, had within a comparatively short time gained a national reputation by that means, to the great profit of the manufacturers. In his discussion he emphasized the necessity of persistency in advertising. In looking into the future he prophesied that the time will come when some firm or combination of firms will buy the wool from the sheep's back, spin it into yarn, weave it into goods, cut the cloth, make it into suits for men and dresses and cloaks for women and sell them direct to the consumer.

**THE** British advertising agency of Gordon & Gotch, which is practically international in its scope, recently celebrated its fiftieth anniversary. American advertising men probably know best the London office of this firm, but it was established at Melbourne, Australia, originally. In 1853 John

P. Gotch, a young Englishman who arrived in Australia by way of New York, abandoned a career in the Victoria goldfields and founded the agency with Alex. Gordon, at that time conducting a small news and advertising business in Melbourne. The latter soon withdrew, leaving the business to Mr. Gotch. From this beginning the agency grew until it now has offices in London, Melbourne, Sydney, Brisbane, Perth, Wellington, Durban and Capetown. The London house was founded in 1867. Both of the original founders are dead, and the various offices are under different managements. The original Melbourne house is a stock company, managed by a board of directors, of which Frank Davies is the head, and the business in Tasmania, Western Australia and New Zealand is under its control. The Sydney managers are H. P. Ward, J. Elliott and T. Ridley, and the sphere of their influence covers New South Wales and its dependencies. The enormous extent of territory in Queensland and New Guinea is controlled from Brisbane, the management being vested in Mr. Sydney W. Jones. The London house is under the sole control of W. J. Berrill and A. E. Berrill, nephews of the late Mr. Gotch, who have opened branches at Cape Town and at Durban, in South Africa. Gordon & Gotch not only undertake to place any sort of advertisement in any publication in the world, but also conduct an immense business as news agents and distributors of periodicals. Outdoor advertising in its various branches is directed at the different offices. The Sydney office furnishes a press service to Australian papers, the Brisbane house conducts a great printing and publishing plant, and the Australian offices are agents in that part of the world for several American manufacturers of presses, type and printing apparatus, notably Goss and Babcock presses, Barnhart Bros. and Spindler type and the Addressograph. An interesting booklet sent out from the Brisbane office gives a history of the house.



A BUSINESS establishment can no more afford to be careless and slipshod in its advertising than in any other department.

WALTER H. STIPPEL, formerly with the Wallace Addressing Machine Company of New York, has opened a Western office at the Pontiac Building, Chicago, for the sale of the Wallace addressing machine.

WILLIAM CULLINGTON, the advertising tobacconist of Red Bank, N. J., recently livened the dull season in his town by the old plan of putting high-priced goods in the window and marking them down ten cents a day. Brier pipes, gold mounted and valued at from \$4 to \$6, were thus featured, and the interest created resulted in sales of other goods at regular prices.

A LITTLE periodical that proves its right to be classed with the several publications issued by advertising agencies is *The CH Book*, the first number of which, dated March, is sent out by Calkins & Holden, the New York "copy" agency. Besides specimens of the agency's work it deals with the principles upon which service is founded—attention to filling the space rather than buying it, and to following up the inquiries it produces.

"SOME Sunken Rocks in Advertising" is a Butterick Trio booklet containing a recent address by Thomas Balmer. Mr. Balmer emphasizes the principles of advertising that he has evolved from his researches and experience, and which are used as themes in his advertising of the Butterick Trio. Advertisers who would appreciate these teachings in compact form can doubtless be accommodated by addressing Mr. Balmer, Butterick Building, New York.

"CONCERNING TYPE" is an excellent little handbook for the use of advertisers and those who supervise printing. Written and published by Ambrose S. Carnell, 167 West 102nd street, New York, it begins by telling just how type is made, what it is made of, how it is divided into body letter and display faces, and so forth. The various sizes and styles are shown in specimen pages, and in brief compass there has been added a great deal of sound information about engravings, the preparation of printer's copy, printing terms and technicalities, proofreading, paper, presswork, binding, estimating cost of work and other details. Few books on this subject contain so much plain, reliable information for the novice, and in its sixty-five small pages there are facts that will often be needed by the expert-printer.

We take pleasure in enclosing herewith order for advertising in the Roll of Honor and check for \$18.75 in prepayment for the same. We would ask that you kindly correct the circulation report in accordance with our statement furnished you for 1904.

We are very glad to renew this contract, as we feel strongly that a place in the Roll of Honor has a great deal of weight with people who have advertising to place.

Our publication is rather unique, as it is strictly a class paper. It is distributed only to the Electrical Contractors of the country and it is published entirely in their interest. It reaches practically every reputable contractor in this country, and being devoted to their interest, it is read by them with more care than the ordinary trade publication.

W. H. MORTON,

Manager the National Electrical Contractor.

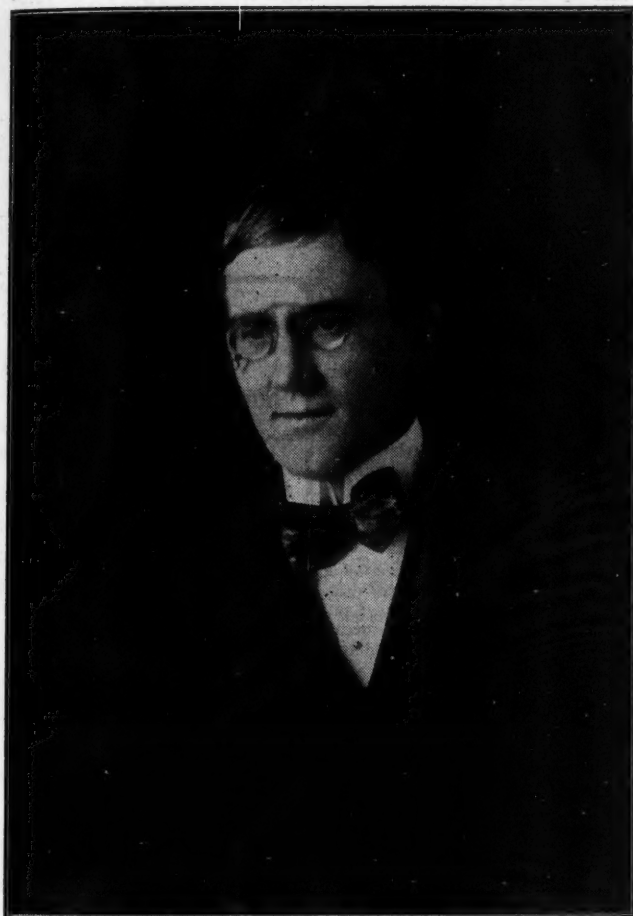
Utica, N. Y., May 12, 1904.

A WELL-WRITTEN, well-arranged and well-displayed advertisement attracts to the advertiser's place of business large numbers of people, who invariably become purchasers. Clear, concise and direct statements impress the minds of the readers of advertisements.

The many "schemes" employed by unscrupulous advertisers to swindle just within the limits of the law are treated in an interesting article entitled "The Eternal Gullible" in *Leslie's Monthly* for June. Some of these swindlers have lately come in contact with the Postoffice Department with considerable abruptness. Fraud orders have been issued against the Majestic Lace Company, 26 West Sixteenth street, New York, and a general movement is afoot to break up the transactions of concerns that have not lived up to their advertised promises. The lace concern offered to furnish work at home, promising that at least \$15 a week could be earned by a lace machine that sold for \$2. The inspectors say that the machines so sold did not cost more than 26 cents to manufacture. It was found that in the four months the company was in existence outfits amounting to \$2,500 were sold, and that less than \$150 was paid out for lace made on them. The price paid for medallions was two cents each, and the inspectors ascertained that, working ten hours a day, not more than thirty or forty could be made by one person in a day, and that out of 1,250 persons who were induced to purchase outfits less than a dozen sent in enough work to reimburse them for the cost of the machines.

HAVING outgrown its former quarters, the famous Philadelphia jewelry firm of Bailey, Banks & Biddle moved into its pretentious new building, Chestnut street, above Twelfth, the other day. The building has a frontage on Chestnut street of 75 feet and a depth of 235 feet. The ceilings, heavily paneled, are finished in tinted ivory and the floors are of mosaic de-

sign. Artificial light is furnished by incandescent bulbs and by groups of electric lights in the ceiling covered by opalescent spheres. All the showcases are of solid mahogany. The departments for displaying diamonds are a feature of the new store. In these rooms the customer may enjoy the utmost privacy while the goods are being shown. The diamond rooms are lighted by reflectors in the ceiling. On the east side of the salesroom is the art gallery, also illuminated by reflectors. In the rear are the offices. The business was founded in 1832 under the name of Bailey & Kitchen, the partnership being Joseph T. Bailey and Andrew B. Kitchen. Upon the death of Mr. Kitchen the firm became Bailey & Co., and subsequently the Bailey, Banks & Biddle Company. Joseph T. Bailey is president of the company and Charles W. Bailey is vice-president. This firm is not only the oldest of its line in the United States, but has as the present time the largest establishment of its kind in the country. The store has been entirely planned by the officers of the company and has the most perfect appliances. A pneumatic tube service throughout the factories to the store floor carries articles in a second or two to every department. The system of electric lighting is unique, attractive and effective. The telephone system comprises fifty stations throughout the store and factories, and is perfect. The motive power throughout the building is electricity. All vaults, cases and receptacles for valuables are protected by the Holmes electric protective system, rendering it impossible for any articles to be disturbed without immediate police protection. The judicious planning of the store has resulted in the most perfect day lighting, and it is probable that no establishment of any kind has been so well arranged for the comfort and convenience of its patrons. The advertising of this firm is placed by the Gratz Advertising Agency, 1001 Chestnut street.



*Chs. H. Boylston*

PRESIDENT OF THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION,  
BUSINESS MANAGER AND TREASURER OF THE BOSTON "GLOBE."

A PERIODICAL leaflet called *What to Say and What to Do* is sent to retail dry goods men through the West by the advertising department of the Ely & Walker Dry Goods Co., St. Louis. It contains simple, forceful advertising truths, with suggestions that can be applied directly in retail publicity.

THE growth of the Regal Shoe Co. from year to year is one of the many evidences of the value of intelligent, persistent advertising, backed up by good merchandise and modern business methods. Eleven years ago, E. J. Bliss, the originator of the Regal plan of selling shoes, opened his first New York store at 1341 Broadway. This spring he has twenty-two stores devoted exclusively to the sale of Regal Shoes in the New York metropolitan district. It is believed that the Regal occupies more space in New York City than any other retail merchant handling but one line of goods. New Regal stores are being opened all over the country, fifteen being added to the list this spring, making a total of seventy-two Regal stores in the United States and England. Mr. Bliss spends thousands of dollars in attractive windows. Last year his buzz-saws created great excitement. Last fall he used the Cooper Hewitt mercury vapor lights to dazzle and attract pedestrians. The Cooper Hewitt light was a scientific novelty when it appeared in Regal windows. Even the newspapers had heard very little of it, and the demonstration produced a sensation. This spring, radium is being exhibited in the Regal windows. Mr. Bliss bought about all the available radium in the country and sent tubes of it to each store. Consequently it happened that in many cities the first exhibition of radium ever seen by the people generally was in the Regal windows. The Regal advertising campaign this spring is very heavy. Liberal copy is being used in nearly all the leading magazines and the newspaper work is increased. Then Ben B. Hampton Co., New York, is placing the

A FOLDER about Fort Collins, Col., gives information regarding banks and deposits, industries, wages received by 1,000 wage-earners, climate and character of Larimer County, which has an area of 5,000 square miles. Though the folder has but eight pages, room has been found for four illustrations, notably one of the famous Colorado potatoes in their native lair. This piece of literature is issued by the Fort Collins *Weekly Express*, which is the only paper in its town eligible to the Roll of Honor.

## Successful Advertising How to Accomplish It.

A Book for Retailers and  
Young Men who Begin  
the Study of Advertising.

**Price \$2.00**

Where the usual volume on retail advertising quotes stale advertising phrases and gives hackneyed specimens, Mr. MacDonald's book searches out the inner advertising principles of each business, and sets it forth clearly and briefly. His matter all through the book is distinguished for compactness and clarity, and is written in a sprightly, forceful way.

The above book will be sent postpaid to any address upon receipt of two dollars. Address Business Manager, Printers' Ink, 10 Spruce St., New York

**THE MAN IN THE MAIL CAR.**  
(W. D. Nesbit, in Chicago *Tribune*.)  
No flag is snapping over him,  
No band is playing loud;  
There are no cheers in strident vim  
From some applauding crowd;  
But night and day he toils away,  
Until his work is done—  
No ranting fies or bugles play  
To lighten his long run.

He has no time to think of fear,  
Or talk of pluck or nerve,  
With danger always lurking near  
In every lurching swerve.  
The swaying lamps make shadows dim  
To taunt his straining eyes;  
The jolting car makes mock of him  
As madly on it flies.

It may be north, south, east, or west—  
The mail must hurry through.  
The postal clerk may take no rest  
With all these things to do.  
He does not see what waits ahead,  
Nor cares what lies behind—  
The hungry mail racks must be fed,  
To all else he is blind.

Sometimes you stand beside the track  
And see the mail train race,  
And white above the rolling sack  
You see his toil-smudged face.  
So, day and night, the postal clerk  
Goes, fighting time and sleep.  
He only does his country's work—  
And countries hire men cheap.

Some day, perhaps, they'll lift him out,  
All limp, and still, and pale—  
He will have found his last long route,  
This man who works the mail.  
No thrumming drums the hush will fill  
When he goes to his rest;  
And all the mails will hurry still,  
North, south, and east, and west.

"Yes, our George is so fond of art!"

"Indeed!"

"Yes. He can remember all the pictures that go with patent medicine advertisements and tell just where each one belongs."—*Cleveland Plain Dealer.*

### Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

#### WANTS.

**WANTED**—Second-hand Cox Duplex or stereotyping press of like capacity. *HERALD PUB. CO., Anderson, Ind.*

**WANTED**—Experienced adwriter with good recommendations. *ETTENSON & SONS, Leavenworth, Kansas.*

**WANTED**—Second hand 4, 6 and 8 page Angler-Bar Duplex Perfecting Press. *REGISTER PUBLISHING CO., Danville, Va.*

**WANTED**—York State or New England weekly; must be making money and in healthy condition. "KAY," care Printers' Ink.

**AMBITIOUS** Page-Davis graduate desires advertising position; willing; stenographer. *FRANK H. COLTON, Jamaica Plain, Mass.*

**MORE** than 235,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

**ADWRITER**, Powell graduate, desires position; experience, executive ability; go anywhere. "ADVERTISING," Gen. Del. Paterson, N. J.

**FERNALD'S NEWSPAPERMEN'S EXCHANGE** established 1896, represents competent workers in all departments. Send for booklet. 266 Main St., Springfield, Mass.

**ADVERTISING** solicitor in New York City that can give results is desirous of representing a good newspaper. Salary and commission. "HUSTLER," P. O. Box 672, New York.

**WANTED, AGENTS**—We have them that sold four dozen in three hours. Made seven dollars profit. Send \$1.25 for three-dollar outfit. DEPT. A, THE GOODSFELD MFG. CO., Ann Arbor, Mich.

**ACTIVE** young man (34) desires to represent trade paper in New York on a salary or salary-commission basis. Engineering journal preferred. Address "ASSIDUOUS," care Printers' Ink.

**YOUNG** woman with practical knowledge of advertising, desires a position in newspaper office. Experience of more consideration than salary. L. L. SCHUMANN, 518 N. Paulina Street, Chicago, Ill.

**TRADE JOURNALS**—Is your advertising department actively represented in the West? Can handle one or two first-class papers profitably. Headquarters, Chicago. Address "CHICAGO," care of Printers' Ink.

**WANTED**—A case of bad health that *RIPANS TABULES* will not benefit. A hundred millions of the *Tabules* have been sold in a single year, and a package containing ten can be bought at any drug store for five cents.

**WANTED**—Man connected with the newspaper collecting agency business for six years past would like to take charge of the collections for a newspaper. Address *FRANK W. RASTALL*, care of Security Collection Agency, 330 N. Franklin Street, Chicago, Ill.

**ADVERTISER'S ASSISTANT**—Wanted, a position where I can assist advertiser to prepare and place copy; year's experience in advertising; college man; age 24; salary moderate. Address G. V. K., 353 W. 24th St., New York City.

**EEZEE HEADACHE CURE**—Immediate relief for sick, nervous, or bilious headaches, neuralgia in its severest forms, and nervous troubles arising from overindulgence in eating, drinking, or excesses of any kind. Send 10c. for trial package. *KEZEM MANUFACTURING CO., Elizabeth, N. J.*

**SUCCESSFUL** advertising solicitor wants position as Chicago representative for magazine; salary or commission. Refer by permission to Thomas Balmer, *Delinicator*, New York.

A. J. GOULD,

3195 Malden St., Chicago, Ill.

**ADVERTISEMENT** writer, age 35, Page-Davis graduate, with certificate of 95 per cent. Previous experience in fine printing, office system, correspondence and retail store management. What opening have you for a reliable man? Address "AD-MAN," Hopkinton, Mass.

**PARTNER WANTED**—Sell third interest well established newspaper 50 miles Paids. Entire plant new. Owner, not a print, needs partner take charge composing room. Not question of price as much as kind of man and ability as printer. If can put up \$500 cash, giving secured note \$2,000 additional, investigate this. Address "PARTNER," care Printers' Ink.

#### IMPRESSIONS.

A Magazine of Business-Making Ideas.

The organ of Canadian Advertising Interests. A typographical beauty. Send 10 cents for a sample copy or \$1.00 for a year's subscription to *IMPRESSIONS*, 9 Toronto St., Toronto, Canada.

**ADWRITERS AND SOLICITORS**—You can make \$100 to \$500 a month with a little easy work, a few hours a day, by a new and original plan I have worked out and proved to be a sure winner. It's a square business proposition to business men right in your own town. Write for information—it's money for you.

E. S. EVERETT,

33 Ackerman Building, Binghamton, N. Y.

**YOUNG MAN** (35), practical advertiser, desires position as assistant in advertising department or agency. **CHAR. A. SHASTLEY**, Fordham, New York City.

**MANAGER** advertising and mail-order departments Philadelphia house desires change. Experienced in all branches of advertising and mail-order business. Complier of the finest catalogue of its kind in the country. Intensely interested in mail order work. Thoroughly capable of taking charge of department where good executive is needed. All correspondence can furnish newspaper and agency references. "DRANOC," care Printers' Ink.

**YOUNG MEN AND WOMEN** of ability who seek positions as writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**ADVERTISEMENT WRITERS**, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

**WELLS & CORBIN**,  
Suite B, 2219 Land Title Bldg.,  
Philadelphia.

**ARE YOU SATISFIED** with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

**HAPGOODS (INC.)**,  
Suite 311, 309 Broadway, New York.  
Suite 515, Pennsylvania Bldg., Phila.  
Suite 559, Monadnock Bldg., Chicago.  
Suite 1335, Williamson Bldg., Cleveland.  
Pioneer Bldg., Seattle.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing ad writer in New York owes his success within a few months to my teachings. Demand exceeds supply.

**GEORGE H. FOWELL**, Advertising and Business Expert,  
83 Temple Court, New York.

**WANTED**—ADVERTISING MAN FOR DEPARTMENT STORE.

A large New England store requires a first-class man to assume charge of its department of advertising. Must be a man broad in his ideas, progressive in his methods, persistent and consistent in his work. He can have charge of the show windows as well, and will receive the same daily department report that goes to the merchandise manager; in fact, he will be given every opportunity to work intelligently. He must also be strong on high-grade folder work. If you are not a first-class man, able to command a good salary, do not reply to this advertisement. If you feel sure you fill the requirements address

**THE HOWE & STETSON CO.**,

New Haven, Conn.

THE attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

#### ADVERTISEMENTS WANTED.

**HARDWARE DEALERS' MAGAZINE**. Circulation 17,000 (©©). 253 Broadway, New York.

#### TRADE JOURNALS.

**HARDWARE DEALERS' MAGAZINE**. Circulation 17,000 (©©). 253 Broadway, New York.

#### PERIODICAL PUBLICITY.

**HARDWARE DEALERS' MAGAZINE**. Circulation 17,000 (©©). 253 Broadway, New York.

#### CLASS PUBLICATIONS.

**HARDWARE DEALERS' MAGAZINE**. Circulation 17,000 (©©). 253 Broadway, New York.

#### STOCK CUTS.

**STOCK CUTS**—For all lines of business. Send for catalogue. **BINGHAMTON CUT CO.**, 110 Main St., Binghamton, N. Y.

#### DESIGNERS AND ILLUSTRATORS.

**DESIGNING**, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KANSLEY STUDIO**, 345 E'way, N. Y.

#### INSTRUCTION BY MAIL.

**HUMAN NATURE TAUGHT** thoroughly by mail or no pay. Mention P. 1 and get samples from Lessons free. **SCHOOL OF HUMAN NATURE**, Athens, Georgia.

#### PAPER.

**BASSETT & BUTPHIN**,  
45 Beekman St., New York City.  
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

#### RUBBER STAMPS.

**FORTY CENTS** pays for a rubber stamp facsimile of your signature. Any stamp under 3 inches, 10 cents a line. All work guaranteed. Ask for catalogue. **A. EMBREE PRINTING CO.**, Belton, Tex.

#### ADDRESSES.

**THERE ARE NO BETTER LISTS** of Mail Order Buyers in existence than ours. We are the leading accurate compilers in the U. S. Sample list, 100 new names, 20 cents. **AMERICAN MAIL ADVERTISER CO.**, Chicago, Ill.

#### INDEX CARDS.

**IF** you would save money on your index card supplies, buy direct from  
**STANDARD INDEX CARD CO.**,  
Rittenhouse Bldg., Phila.  
Mfrs. of Index Cards exclusively.

#### DISTRIBUTING.

**CIRCULARS** distributed in 30 towns. Rates very low. Best of reference. 10,000 pieces covers territory.

**J. F. CLARK**,  
Conway, Arkansas.

#### STATIONERY.

**PHOTO STATIONERY** makes business, 100 note heads, statements, bill heads, envelopes or cards, your face on every sheet, \$2.37 and a good photo. Any two, \$3.50. Money back if not O. K. **BURNETT PRINTING CO.**, Rochester, N. Y.

#### CIRCULAR MAILING.

**WE PLACE YOUR CIRCULARS** or Booklets with the best class of Mail Order Buyers in the country, \$3.00 per thousand and up. Our system is just the thing for the introduction of new goods or specialties. **AMERICAN MAIL ADVERTISER CO.**, Chicago, Ill.



**MAILING MACHINES.**

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. **V. J. VALENTINE**, Mfr., 175 Vermont St., Buffalo, N. Y.

**ADDRESSES FOR SALE.**

**1,451** R. F. D. route names; (Ohio, \$1; new R. X. CORRY, Marysville, Ohio.  
**2516** BRAND NEW ADDRESSES of cash M. O. buyers. Never before worked. Entire list of properties and long list of buyers. Can I be of assistance to you? **B. J. KINGSTON**, Michigan Newspaper Broker, Jackson, Mich.

**NEWSPAPER BROKER.**

**B**UYERS and sellers of newspaper properties get together to their mutual advantage, without publicity, by my successful methods. Large list of properties and long list of buyers. Can I be of assistance to you? **B. J. KINGSTON**, Michigan Newspaper Broker, Jackson, Mich.

**FOREIGN TRADE PRESS AGENTS.**

**WE** are experts in trade journalism, collect subscriptions throughout Great Britain for many leading trade papers, supply news and undertake advertising. Correspondence invited. Canvassing agents wanted in British colonies. **A. R. EMERLE & CO.**, 354 Farringdon Street, London, E. C.

**HALF-TONES.**

**WE** would like to estimate on your half-tones either for the newspaper or other work. **STANDARD ENGRAVING CO.**, 61 Ann St., New York.

**NEWSPAPER HALF-TONES.**  
2x3, 7c.; 3x4, \$1; 4x5, \$1.00.  
Delivered when cash accompanies the order.  
Send for samples.  
**KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

**PROPRIETARY REMEDIES.**

**THE BLUE GLASS INHALER.** A new thing. For all those things for which an inhaler is good, this is the best that ever was. It is a germ destroyer and nose opener, a remedy for colds, tonsillitis, bronchitis, asthma, hay fever and every disease of the throat, nose or air passages. Better than a gargle for sore throat. Sold for 50 cents. Sent by mail by the manufacturers on receipt of price. Address **THE RIFANS CHEMICAL COMPANY**, No. 10 Spruce St., New York.

**PUBLISHING BUSINESS OPPORTUNITIES.**

**W**ANT to live in New York City!  
And own a good weekly paper!  
With good publishing ability and \$5,000  
You can acquire a splendid foundation  
Which you can make worth say \$50,000.  
And all the time make a good living.  
This is just the paper to enable you  
To graduate from the small town.  
Carve out a career and live in the world's centre.  
**EMERSON P. HARRIS**, 253 Broadway, New York.

**MAIL ORDER.**

**C**IRCULARS MAILED. Mailing Lists furnished for beginner or established M. O. Dealer. Our system is perfect. Our lists accurate. **AMERICAN MAIL ADVERTISER CO.**, Chicago, Ill.

**F**OR SALE—Canadian good, live, profitable mail order business, 6 years old. Commenced at nothing, reached turnover of \$12,000 last year, and still growing rapidly. Will state reason for selling, particulars and terms to inquirers addressing "MAIL ORDER," care of Printers' Ink.

**TOBACCO.**

**L**UXURIOUS SMOKING—Provided you use "Old Times" Smoking Tobacco.  
Made of finest and most carefully selected old and perfectly cured North Carolina Leaf. You can't buy it from dealers. We furnish smokers direct from factory. Highest grade smoking tobacco manufactured.  
Deliciously mild, yet full of fragrance, and never burns the tongue. There is nothing in smoking tobacco to be compared with it.  
Large sample package for 10c. in silver.  
**FRENCH & CO.**, Statesville, N. C.

**COIN CARDS.**

**\$3 PER 1,000.** Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

**1,000 COIN CARDS**, printed to order, \$3. 10,000 at \$3 per thousand. **ACME COIN MAILER CO.**, Box 204, Ft. Madison, Iowa.

**ILLUSTRATORS AND ILLUSTRATIONS.**

**H. SENIOR & CO.**, Wood Engravers, 10 Spruce St., New York. Service good and prompt.

**O**UR department of writing, illustrating, engraving and printing is now in charge of Mr. G. E. Snyder, late of Mans Hollister, Chicago, and Binner, N. Y. We are doing work in these lines for some of the largest advertisers in the United States. Tell us your requirements and we will be glad to submit estimates. **SNYDER & JOHNSON CO.**, Edgewater Building, Chicago.

**HOUSE-TO-HOUSE DISTRIBUTING.**

**T**HERE is only one agency that has an established reputation for a systematic house-to-house distribution of advertising of all descriptions in all towns and cities of importance in the United States. Every piece of matter is placed by men who are reliable, experienced and who make this an exclusive business. Can give references from many leading advertisers.

**WILL A. MOULTON**,  
National Advertising Distributor,  
442 St. Clair St., Cleveland, O.

**DECORATED TIN BOXES.**

**T**HE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

**AMERICAN STOPPER COMPANY**,  
11 Verona Street,  
Brooklyn, New York.  
The largest maker of Tin Boxes outside of the Trust.

**HOTELS.**

**THE LITTLE HOTEL WILMOT**,  
South Penn Square,  
Philadelphia,  
is now one-third larger than formerly; the new addition provides commodious smoking and writing rooms and other conveniences. Just a step from the Pennsylvania Ry. Station.

**THE RYERSON W. JENKINS CO.**

**PRINTERS.**

**P**RINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

**B**OOKLETS, CATALOGUES, CIRCULARS—1,000 or 1,000,000—good, cheap, quick. Write us. **BURNETT PRINTING CO.**, Rochester, N. Y.

**B**OOKLETS, Almanacs and Catalogues. Million 16-page for \$1 per 1,000 complete. Other sizes in proportion. Write **STEWART PRESS**, Chicago.

**COMMERCIAL PRINTING.**

**C** FAC-SIMILE TYPEWRITTEN LETTERS. Well designed and printed commercial stationery inspires confidence and attracts business. Possibly you are paying high prices for indifferent printing.

The Berkshire Press are producers of high-grade printed matter at moderate prices. They make a specialty of fac-simile typewritten letters which are so well done that they convey the impression that they have been actually typewritten. A trial order is usually convincing and frequently leads the way to further business. If you want this sort of service, a request for estimates shall have prompt attention.  
**THE BERKSHIRE PRESS**,  
21-23 Ann St., New York.

## ADDRESSING MACHINES.

**ADDRESSING MACHINES**—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. Addressing done at low rates. WALLACE & CO., 39 Murray St., New York, 510 Pontiac Bldg., Chicago, Ill.

**THE STANDARD AUTO ADDRESSER** is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

R. F. JOLINE & CO.,  
133 Liberty St., New York.

## PREMIUMS.

**OUR LEATHER PURSES** make fine premiums. Acme coin and bill purse, the top notcher, 50c. Beata 'em all. Cheaper by dozen. BURNETT PRINTING CO., Printing and Leather Novelties, Rochester, N. Y.

**LYON & HEALY'S NEW PREMIUM CATALOG**, now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$50,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. PREMIUM CLERK, Lyon & Healy, 199 Wabash Ave., Chicago.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 3rd issue now ready; free. S. F. MYERS CO., 46 W. 48-50-52 Maiden Lane, N. Y.

## FOR SALE.

**FOR SALE**—Evening daily and weekly newspaper; politics democratic; in county seat; town of Ohio; population 25,000. Address "W. E." care Printers' Ink.

**FOR SALE**—Old-established household monthly publication. Good property, reasonable price for quick sale. Address "O. A. P.," 1733 Michigan Avenue, Chicago, Ill.

**COUNTRY** weekly newspaper. Best section of California. Value, \$3,000. Terms if desired. If you wish to make a change for health or profit investigate this. B. C. NICHOLS, Mountain View, Cal.

**THE DONELIAN DUPLICATOR**. Gives perfect satisfaction and is used by the U. S. Government, Railroad, Steamboat, Express and Standard Oil Companies. Price, \$1.25 up. THE MAYLEW CO., Baltimore, Md.

**WILL** sell all or a part interest in Democrat paper in Democrat Co.—Co. seat, 3,000—at once; \$3,100 for all. "R. 74," care of Printers' Ink.

**WELL** established weekly newspaper just outside N. Y. City; village of splendid prospects. No plant is used or required. Reason for selling, owner has three other newspapers. Address "SMALL INVESTMENT," care Printers' Ink.

**FOR SALE CHEAP**—Just the thing for an up-to-date printing or bookbinding establishment. One complete set, nearly new, of Weatherly iron and brass blocks in hardwood cabinet, being about 500 pieces. Cost \$300. Price \$225. Address "B. H. M.," care of Printers' Ink.

**FOR SALE**—One eight column four or eight page Web Perfecting Press, Potter-Scott, makers, with stereotype outfit, chases, tables, etc. Speed, 30,000 per hour 4 page paper, or 12,000 per hour 8 page paper. Press in first-class condition and will be sold at a bargain to satisfy a chattel mortgage. BLANDIN, RICE & GINN, 1,200 Schofield Building, Cleveland, Ohio.

**JOB** printing office in town of 2,000, doing practically all local work, and good mail order trade. Material all new August, 1905; 16x15 Gordon; Reliance cutter; all late type faces, etc.; paper stock. Office rent, \$5 per month. Fine chance for young printer or mail order man. \$500 spot cash takes everything. Send for details.

L. H. McKILL,  
Carey, O.

## CEDAR CHESTS.

**MOTH-PROOF Cedar Chests**—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklets. PIEDMONT FURNITURE CO., Statesville, N. C.

## SUPPLIES.

**W. D. WILSON PRINTING INK CO., Limited**, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

**TRIAL ORDER**—For \$3.50, cash with order, I will send 100 sheets of the best carbon paper in the world. If not the best you ever used return at my expense. 50 sheets \$1.50, 25 sheets, \$1. Address WM. JOHNSTON, Printers' Ink Press, 45 Rose Street, New York.

**DOXINE**—A non-explosive, non-burning substitute for lye and gasoline. Doxine re-temperers and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the DOXO MAN'FG CO., Clinton, Ia.

**STICKY** as paste can be made and ready for use instantly by adding cold water to Bernard's Cold-Water Paste Powder, makes it the favorite paste for all purposes. We furnish free sample and tell you how to use it, because its merits speak for it. Two-cent stamp carries sample anywhere in the U. S. BERNARD-HOLMES AGENCY, 46 N. State St., Chicago.

## BOOKS.

**PATENTS THAT PROTECT**—72-p. book mailed free. H. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C.

**"POINTS FOR PRINTERS,"** 40pp. "Full of happy ideas and good values." "Compact, complete manual for printers." 25c. postpaid. W. L. BLOCHER, Dayton, O.

**"THEORY AND PRACTICE OF ADVERTISING"**—Fifty complete lessons in one volume. Contains all the salient principles of advertising used by the most successful firms to-day. \$1.00, prepaid. GEO. W. WAGENSELLER, L.L.D., 400 Sugar St., Middleburg, Pa.

**WHAT'S A DOLLAR FOR A BOOK THAT'S WORTH A HUNDRED TO ANYBODY WRITING ADS?** We offer such a little volume containing 1,500 snappy sayings, catch lines, meaty mottoes, introductions, etc., that attract attention and sell goods. Price, \$1.00 postpaid. DE BEAR PUBLISHING CO., 1 Union Square, New York.

**ADVERTISERS' AID**, 161 La Salle St., Chicago, Ill., Vol. 6, No. 24, for May is just off the press. It contains a carefully compiled list of high-class monthly, weekly and semi-weekly magazines, agricultural, religious and mail-order mediums, embracing the cream of the American press. It gives the latest advertising rates in detail of many of the papers and the one-time rate of over 400 papers. Advertisers should send 2c. postage for sample to above address.

**LEARN**  Earn Money at Home. Write Show-Cards.

Every retail merchant can become a proficient show-card letterer, with reasonable practice, in a short time, and write his own show-cards in a neat and attractive manner. Clerks can utilize some of their spare time during the dull summer months for practice, thereby adding to their business qualifications, and thus becoming more valuable to their employers.

Complete outfit, consisting of Osgood's Sample Alphabets, with complete instructions (copyrighted book), one of the celebrated Osgood Fountain Brushes, and four packets of ink tablets, different colors, each packet makes a half-pint of combined writing and marking ink; all of the above postpaid on receipt of One Dollar.

J. P. OSGOOD, 106 Fulton St., NEW YORK.

TYPEWRITTEN LETTERS.

IMITATION typewritten letters which are perfect imitations; samples free. SMITH PRINTING CO., 814 Broadway, Toledo, Ohio.

**THE BERKSHIRE PRESS**  
Are fac-simile letter specialists. They do their work in the best manner possible at moderate prices. Mail order and general commercial printing of a high order. Inquiries solicited  
**THE BERKSHIRE PRESS,**  
21-23 Ann St., New York.

ADVERTISING FOR ABSTRACTERS.

IN each county in the United States there ought to be at least one good, strong firm or individual whose word is final on any question of land titles.

For these three thousand business men I offer a unique service—ads and special literature for their line and no other.

An experienced abstracter myself, I know how to get the business. To a ready familiarity with every detail of searching titles and making abstracts there is added the rarer knack of making it pay. Nor does my working knowledge of the printer's craft come in amiss, either.

So, if you are in this business, and at the same time a reader of **PRINTERS' INK**, you're just the client I'm after. And it will pay you to tie to the one specialist writing title advertising exclusively.

A good abstract business, properly managed, is a little mint. And rightly promoted, it can be made to pay anywhere.

To the man who thinks his calling too dignified to be aided by modern publicity I have no message. But to those who are willing to work more and make more I can suggest a plan that will soon bring surprisingly profitable results. Send data and \$1.00 for 4-inch pulling ad.

Address

GEORGE VAUGHAN,

P. O. Box 31,

Lockesburg, Ark.

ADVERTISING NOVELTIES.

**POCKET** Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." **PINK & SON**, Printers, 8th above Chestnut, Philadelphia.

**"MYSTIC WALLET"**—the advertising novelty. Sample and prices, 30c. "Little Traveler" catalogue, 4c. **THE SOLLIDAY NOVELTY ADVERTISING WORKS**, Knoxville, Ind.

**ADVERTISE** your business with advertising novelties. Buy them direct. I make pencil holder, toothpick cases, nail file, in leather case. Sample of each, 10c. **J. C. KENYON**, Owego, N. Y.

**PULVEROID SIGNS**; lightest, cheapest, most durable and attractive indoor sign. Complete line of Celluloid Novelties and Buttons. Samples free. **F. F. PULVER CO.**, Rochester, N. Y.

**LEATHER AD. NOVELTIES**—Match safes, magnetic wallets, finger purses, emergency cases, watch fobs—fine goods, low prices in quantities. **BURNETT PRINTING CO.**, Printing and Leather Goods, Rochester, N. Y.

**WRITE** for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

**PREMIUMS OR CONVENTION SOUVENIRS**, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c. **WICK HATHAWAY'S C'N**, Box 10, Madison, O.

**THE "EXACT CIRCULATION" OF A USEFUL ADVERTISING NOVELTY CAN NOT BE DETERMINED, BUT IT REACHES THE RIGHT PERSON AND GOES ON ADVERTISING YOUR BUSINESS, EVEN IF HE PASSES IT TO AN ESTEEMED FRIEND.**

**CELLULOID ADVERTISING NOVELTIES—HIGH CLASS.**

**PULVEROID SIGNS—BEST INDOOR SIGNS MADE.**

**CAMPAIGN BUTTONS—CAPACITY 500,000 A DAY.**

F. F. PULVER COMPANY,

ROCHESTER, N. Y.

Write for samples and prices of Novelties that Advertise.

**ADVERTISE YOUR BUSINESS WITH ADVERTISING NOVELTIES.**

**Leather Toothpick Case** filled with turned maple picks. A nice pocket piece. Ad printed on case. Sample, 10c. 100, \$3.50; 500, \$11.00; 1,000, \$25.00. Agents wanted.

**A Bright Steel Nail File**, in metal-bound leather case. Ad on case. It will make friends and customers. Sample, 10c. 100, \$3.50; 500, \$15.50; 1,000, \$30. Agents wanted.

Buy them direct of the maker. If interested, send 30c. with copy for printing on your letter head. State how many you can use. We will send you proof and the samples that you may see how good they are.

J. C. KENYON, Manufacturer,

Owego, New York.

## PRINTERS' INK.

**THE MEEK & BEACH COMPANY,**  
Coshocton, Ohio,  
Manufacturers of  
**SIGNS, NOVELTIES, CALENDARS AND FINE  
LEATHER GOODS**  
for advertising purposes.

---

Have special facilities for manufacturing high-grade lithograph metal show cards, tea trays and other specialties for advertising purposes. Our factories cover six acres of floor surface and our employees embrace the most skillful artists and craftsmen in the world. If you are interested we will have a sales expert see you at once.

---

Signs properly placed in retail stores reach all newspaper readers and all street car passengers. They also reach those active buyers who neither read the newspapers nor ride in the cars to the stores in which they buy. They reach all active buyers. They reach them at the very moment they are intent on buying.

---

We manufacture metal signs of every description, from the simplest design in few colors and plain lettering to the most elaborate in many colors and of intricate design.

---

Trade-marks, packages, figure work, anything that can be reproduced by lithography on paper, we can lithograph on metal. Metal does not shrink or stretch; the surface is absolutely smooth and hard; hence, the lithograph effect is much superior to paper or cardboard. Signs lithographed on metal cost less than signs lithographed on paper, because no expensive glass covering is required. Hence there is no breakage. Metal signs last practically forever. If you advertise for the purpose of increasing your sales, then advertise at the right moment—the moment the buyer enters the store TO BUY.

---

For twenty-five cents we will mail a beautiful copy, on enameled metal, of a genuine French china plate, showing Sargeant's portrait of President Roosevelt, so artistically executed that it will pass for china.

---

If interested in signs write and we will send a sales expert to see you at once.

**THE MEEK & BEACH CO.,**  
Coshocton, Ohio.

## ADVERTISING MEDIA.

## ADVERTISING MEDIA.

**TRENTON TIMES,**  
N. J.,  
guarantees its  
daily circulation  
one quarter year,  
ending  
April 30th, 1904,  
15,000.  
10,000 more than  
all other local dailies  
combined.  
New rate card  
August 1st, 1904.  
Address  
CHAS. T. LOGAN,  
Foreign Advertising Manager,  
Tribune Buildings,  
Chicago and New York.

**10 CENTS** per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**THE CHRONICLE**, Charlotte, N. C., is the best advertising medium in the afternoon field between Washington and Atlanta.

**SPECIAL**—25 words, three months, for \$1.25 in **THE REFLECTOR**, a lively weekly. **REFLECTOR PUBLISHING CO.**, Brooklyn.

**FIVE** hundred **EVENING CHRONICLES** are sold on the streets of Charlotte every Saturday afternoon. This is independent of a circulation of 2,500.

**TOWN TALK**, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

**1,000,000 TRAVELERS** can be reached monthly through the eastern and western sections of the *Travelers' Railway Guide*. Write for particulars to 21 Park Place, N. Y., or 106 Adams St., Chicago.

**THE AMERICAN MAIL ADVERTISER** is an attractive 5½x3 patent clasp envelope, mailed regularly to best M. O. Buyers in all States. Mailing advertising matter is our business. **AMERICAN MAIL ADVERTISER CO.**, Chicago, Ill.

**3 INCHES** 1 month in 100 Illinois country 3 weekly newspapers, \$50. Total circulation, 100,000 weekly. Catalogue on application. We have other lists in the Middle West. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York

**100,000** GUARANTEED circulation, 25 cents a line. That's what the **PATHFINDER** offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATHFINDER**, you are missing something good. Ask for sample and rates. **THE PATHFINDER**, Washington, D. C.

**HARDWARE DEALERS' MAGAZINE**. Circulation 17,000 (©©). 253 Broadway, New York

**THE HARTFORD CONNECTICUT TIMES.**

As the capital of the state and the center of a big insurance business, Hartford is a point of more than ordinary interest.

The people in business there say there is no competition among the newspapers, because the **TIMES** gets all the business it wants and the other three take what's left.

(Extract from an investigation of Connecticut newspapers recently made by *Printers' Ink* and published in that paper of April 13, 1904.)

The actual daily average of the **HARTFORD TIMES** for 1903 was

16,500 copies

The **TIMES** is a member of the Roll of Honor.

**PERRY LUKENS, JR.,**

New York Representative,

30 Tribune Building, New York.







## THE TRUTH.

Deal with your customers as you like to be dealt with, when you are buying your family shoes and clothes. And seek others—those not your customers—as you like to be sought yourself.

Deal with your employees as you would like to have your son or daughter dealt with.

At the same time, do not for a moment forget your own future; provide for it as you are willing to have your tailor and shoemaker do for theirs.

Remember, your neighbors are better judges of what they eat than you are of what they wear. So, if virtue does not keep you, let prudence do it. If virtue and prudence fail, there's money in it—it pays.

And so we come around to the oft-forgotten maxim: "Honesty is the best policy." It is not only the truth; it is wisdom, comfort, enjoyment, success and happiness. Let us adopt it and carry it out in every small detail of our business.

It is common to speak of "the truth" with respect, to worship it Sundays, and then in business to forget all about it, and say what serves our purpose.

Don't, don't lie; don't lie at all; no matter what the emergency, don't; don't begin; don't even approach it; see it far off and keep clear entirely.

The sharpest insult one can offer a man, short of a slap in the face, is to call him a liar. This shows the essential baseness of lying. And yet there is nothing more firmly established in business.

Ninety-nine in a hundred of business men, of high degree (God save the mark!) as well as of low degree, are habitual liars in business; apologize for it in business; defend it in business; say lying is necessary in business.

The worst of it is we don't despise it; we only pretend to; it makes us hypocrites—worse than liars.

We almost all are liars and hypocrites—only in business—and think it no shame. It is not an insult to call us liars and hypocrites—by a percentage, 99 to 100—in business. We freely confess it among ourselves when we say we can't do business without it.

It isn't necessary; it is convenient, handy; saves thinking; is tempting; but isn't necessary. It is very embarrassing when one gets caught at it. It is not forgotten for a long time. One loses his lead; and his lead is almost all of a tradesman's power to trade.—*John E. Powers.*

"HINTS and Helps to Investors" is a convincing booklet that tells interesting things about securities, real estate and other forms of investment, sent out by A. N. Chandler & Co., investment securities, Philadelphia.

"THE Administration of Estates" is a new booklet from the Equitable Trust Company, New York, describing a trust company's services in this capacity and giving cost of such service. It is handsomely printed.

PRICES form the basis of an effective folder from C. E. Hunt & Co., grocers, Dallas, Texas.

THE catalogue of power presses for working sheet metals, made by the E. W. Bliss Company, Brooklyn, is also a treatise on their parts and uses. The book is handsomely printed, and has been made with a view to distribution at the company's St. Louis exhibit.

## Displayed Advertisements.

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance

One thousand sheets of Clark's Royal Manifold Parchment, 8½x11 inches, for \$1.00, express charges prepaid to any address in the United States. Clark & Zugalla, 100 Gold Street, New York. Samples free.—*Adv.*

## "GOOD PRINTING..CHEAP"

I do it at Reasonable Prices and Promptly. Let me figure on your next order. I only turn out first-class work. Satisfaction guaranteed. \$1.25 for either 1,000 Envelopes or Note Heads. We also do Ad-Setting . .

Ed. De Longe, 606 Gerald Bldg. Chicago

## H A N O

**Modern Manifolding  
Business System for  
Avoiding Disputes  
with Customers**

**PHILIP HANO & CO.  
806 to 814 Greenwich St.**

In the best up-to-date business houses it has become the custom to take out life insurance on each partner, payable to firm, and charging same to expense account.

This is a very good protection to the safety of the firm, as should one of the partners die, cash is immediately available to replace amount drawn by estate of deceased partner.

Besides this, it is a bank account on which firm can draw without notice after a certain period.

For full particulars write to-day to

J. S. ATKINSON,  
52 William St., New York.

**ADS THAT PULL.** Original—Catchy—  
Convincing.  
Something different from anything else.  
Written by **J. PIKE, Newton, Mass.**

**"I WRITE  
GOOD ADS"** Prepare Booklets,  
Catalogues,  
Correspondence and  
trial solicited.  
**Ed. DeLonge, Gerald Building, Chicago.**

**The Original PEOPLE'S COMPANION**

Always a paying medium. Mail order  
men, send a trial ad. It will speak for  
itself. Ad rates: 5 cents per line, 50 cents  
per inch.

**EDWIN DE LONGE, Publisher,  
BEWARE OF IMITATORS.**

**606 GERALD BLDG., CHICAGO.**

**The Evening  
Wisconsin** (©)

"For the purpose of  
reaching the intelligent  
and well-to-do people of  
Milwaukee I would put  
the Evening Wisconsin  
first," said Mr. J. Simon,  
Manager of the Boston  
Store. He also said: "I  
would give more for 25,-  
000 circulation of the  
Evening Wisconsin kind  
than a hundred thousand  
of the other kind." Mr.  
Simon spends \$10,000  
a year in the Evening Wis-  
consin.

Many busy men desire life  
insurance for protection of  
loved ones and selves, but dis-  
like being nagged and annoyed  
by indiscreet agents.

If you wish best insurance  
propositions submitted without  
having your valuable time in-  
fringed upon, write to-day,  
stating date of birth, to

**J. S. ATKINSON,  
52 William St., New York.**

**THE AUTOMATIC  
TIME STAMP**

Especially made for and adopted by  
the U. S. Treasury Department.

**For Newspaper Offices,  
Printers and Advertisers**

Write for circulars and prices to  
**THE AUTOMATIC TIME STAMP CO.,**  
Originators of Time Printing Machines.  
160-162 Congress St., Boston, Mass.



Print the  
exact hour and  
minute, date,  
name of firm,  
etc., on all or-  
ders, proofs,  
incoming  
mail, etc., and  
have a record  
which is au-  
thoritative and  
indisputable.

Most con-  
venient method  
of checking  
employees'  
time, or time  
spent on jobs.

**ROWELL'S  
American Newspaper Directory**

**For 1904**

**THIRTY-SIXTH YEAR—IS NOW READY FOR DELIVERY.**

**Price \$10 net cash.**

Checks may be made payable to

**Chas. J. Zingg, Business Manager Printers' Ink, 10 Spruce St., New York.**

## NORTH EAST <sup>a</sup> and WEST SOUTH

### From Eight Rich Fields

You can get the business of supplying the wants of good people in

**Over 1,100,000**

**Religious Homes**

if you advertise in these

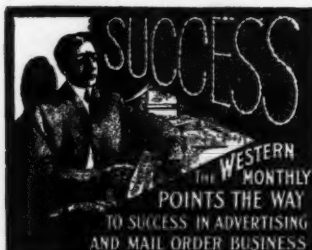
22

BUSINESS  
BRINGERS

Shall we tell you of them separately?

*We Shall Be Pleased To Hear From You. 29*

THE RELIGIOUS PRESS ASSOCIATION,  
901-902 Witherspoon Bldg., Philad'a, Pa.



**SUCCESS**

THE WESTERN  
MONTHLY  
POINTS THE WAY  
TO SUCCESS IN ADVERTISING  
AND MAIL ORDER BUSINESS

THE WESTERN MONTHLY is a practical journal of genuine information about Mail-Order business. Gives valuable advice and pointers about advertising. Suggests new and better methods of doing things. Filled with money-making material that helps the beginner or veteran over the rough places in the Mail-Order business.

### Best Advertising School of All

THE WESTERN MONTHLY is read with interest by people who direct the biggest Mail-Order enterprises in the country. Has a larger circulation than any other journal of its class. Helps make money in Mail-Order business by telling how others have done it.

A DIME will bring THE WESTERN MONTHLY to your address for six months. You'll be glad to pay the regular subscription price afterwards. Send the dime to-day before you forget.

**THE WESTERN MONTHLY,**  
815 GRAND AVE., KANSAS CITY, MO.

# Daily Newspaper Investigations

Quantity and Quality  
of Circulations Ascer-  
tained and Reported.

In PRINTERS' INK, beginning with the issue of April 6, 1904, was commenced a series of investigations and reports of newspaper conditions in towns where daily newspapers are published. There are more than a thousand such towns and more than twenty-four hundred daily papers. To deal with all, within a twelve-month, would require a corps of investigators and the publication of not less than fifty pages of reports weekly. This would involve a greater expense than would be warranted unless the service appeals, in some large way, to a considerable number of general advertisers and those leading papers most likely to be benefited by having their foremost position recognized and announced.

Every one interested in general advertising has found himself embarrassed by the difficulty of understanding newspaper conditions at a distant point, and reports from an agent on the spot are rarely satisfactory, because almost certain to be influenced by local prejudice or favoritism.

If so many as two hundred and fifty persons desire the full service—that is, a full report upon daily newspaper conditions in all American towns wherein daily newspapers are issued—at a subscription price of **one hundred dollars to be paid by each subscriber**, one-half in advance and the remainder upon completion of the work, we are inclined to undertake it, agreeing to complete it within one year from August 1, 1904.

I am not at present ready to receive subscriptions, but desire to ascertain if there exists any definite, recognized want for the work I propose.

I ask attention to such specimens of reports as are found in recent issues of PRINTERS' INK, and invite correspondence on the subject.

Address **CHARLES J. ZINGG,**  
Business Manager PRINTERS' INK,  
10 Spruce St., New York.

# BAIRD WINDOW CLOCKS

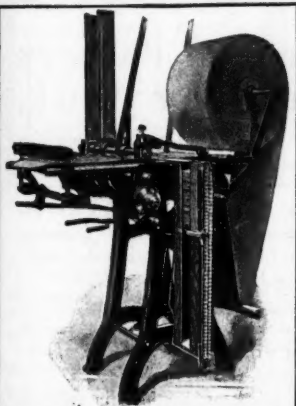


The only reliable window clocks ever offered for sale. The method of hanging is a new invention and makes it possible to use fine pendulum movements.

A Window Clock attracts attention. We make single clocks with or without advertising matter and will quote prices for hundreds or thousands.

Write for circular and prices.

BAIRD MANUFACTURING CO., 20 Michigan St., Chicago.



Our Automatic Addressing Machine

SEND FOR CIRCULARS  
**WALLACE & CO.,**  
 29 MURRAY ST., PONTIAC BLDG.,  
 NEW YORK. CHICAGO.

## WALLACE ADDRESSING MACHINES

### NO TYPE USED.

#### USED BY

Printers' Ink, New York.  
 Butterick Pub. Co., New York.  
 R. G. Dun & Co., New York.  
 Cosmopolitan Magazine, New York.  
 C. E. Ellis Co., New York.  
 A. D. Porter Co., New York.  
 McCall Co., New York.  
 Home Life Pub. Co., Chicago.  
 Information Pub. Co., Chicago.  
 Engineer Pub. Co., Chicago.  
 Popular Mechanics, Chicago.  
 Comfort, Augusta, Me.  
 Commoner, Lincoln, Neb.  
 Press Pub. Co., Lincoln, Neb.  
 Family Pub. Co., Milwaukee, Wis.  
 and many others.

#### WE OWN AND CONTROL ALL PATENTS

Covering the device which cleanses the stencil immediately after the imprint is made. This is the vital point in stencil addressing and absolutely necessary to insure continued clean, clear copy from the stencil during its lifetime.

Addressing at Low Rates.

## FROM THE PRESS ROOM

OFFICE OF THE "SUN."  
MIDDLEVILLE, Mich., May 13, 1904.

*Printers Ink Jonson, New York, N. Y.:*

DEAR SIR—I am delegated to answer yours of the 10th inst., regarding inks purchased of you some time since. Although I have heard them "back-capped" around the country considerable, was agreeably surprised to find them very satisfactory. Have been using all kinds of inks for 20 years, and none have proved more satisfactory.

E. B. MATTERSON, Pressman-Printer.

The press-room employees never say a word against me, as they know I don't pretend to be a "know it all." When a complaint reaches me I never flare up and accuse the workman of not knowing his business, or induce the boss to put my inks in another man's package. I simply exchange the goods or refund the money, whichever is preferable to the purchaser. By this means I have secured the friendship of every man who has used my inks, and when they change positions their new employers generally try me on the mechanic's recommendation. Send for my price list. Address

**Printers Ink Jonson,**

17 Spruce Street,

New York.



## Hangers, Posters and Color Work.

We want to hear from every manufacturer or merchant who is in the market for posters, hangers, calendars and every other form of color work.

We have perfected the most thorough and elaborate arrangements for handling this class of work in all its various branches, and are in a position to give the highest form of artistic originality and excellence, combined with mechanical perfection.

We are in a position to produce results which have hitherto been either prohibitive in price or exceedingly difficult to obtain.

If you want a calendar that will not be a stock design, used everywhere for all sorts of purposes, we can interest you.

Write for information and prices on anything in this line you may think of using.

**THE GEORGE ETHRIDGE COMPANY,**

No. 33 Union Square,

New York City.



# COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.  
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,  
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR ETHRIDGE.

It seems to be the fashion nowadays to invent substitutes for coffee, although there are many who see no good reason why anything should be substituted for coffee.

Figprune, as advertised in the reproduction marked No. 1, is composed of the fruits and grains of California. According to the caption, "There's health in every cup," but according to the picture the seeds of disease and death might be presumed to lurk in the miasmatic vapors that arise from

of health and other qualities of an inviting nature.

\* \* \*

This advertisement of the Cadillac automobile occupied a half page in the current magazines and immediately claimed attention on account of the diagram showing the different grades which various means of transportation can climb.

The picture shows that a locomotive can climb a 10 per cent grade; a trolley



No.1

the uninviting cup. The method of treatment is anything but inspiring.

It is certainly a mistake to make an illustration of an article that is to be eaten or drunk which presents the appearance of this advertisement. Not only is the design complicated and muddled up, but it is far from suggesting the qualities of a food or drink which would appeal to the fastidious or the health seeker.

In No. 2 we have a clean-cut and inviting design which gives us a picture that is certainly not unpleasant to look upon. The young woman in the outline of the cup is certainly suggestive



No.2

car a 15 per cent grade; a bicycle a 20 per cent grade; a horse with a light carriage a 25 per cent grade, and the Cadillac a 45 per cent grade.

This is not only interesting, but important as showing the hill climbing ability of the Cadillac, and, while there may be other machines that can do the same trick, none of them has advertised the fact in this way before.

This is a good advertisement in a great many respects, although the limited space devoted to the half-tone picture of the automobile cannot be expected to show the details of construction or the differences between



**THE BOSTON HERALD**  
THE NEWSPAPER OF NEW ENGLAND  
**THE BOSTON HERALD**

ITS CIRCULATION COMBINES  
**Character *and* Volume**  
IT CANNOT BE DUPLICATED

**THE BOSTON HERALD**  
THE REPRESENTATIVE OF BOSTON  
**THE BOSTON HERALD**

ITS ADVERTISING RATES ARE  
**Flat *without* Deviation**  
NOT CHEAP, BUT PROFITABLE

**THE BOSTON HERALD**  
INDISPENSABLE TO ADVERTISERS  
**THE BOSTON HERALD**

## NOTES.

A SOMEWHAT jocose folder in the Fra Elbertus vein is sent out to call attention to the directory of the Kappa Sigma fraternity published by George Vaughan, Lockesburg, Ark.

*Corry Co-ops* is a periodical issued in the interests of the Corry, Pa., Co-operative Association. While small and printed inexpensively, it contains plenty of live grocery offerings, with the ever potent price.

SPRING and summer clothes for men and youngsters are shown in a compact booklet from Redlick Bros., Bakersfield, Cal. Especial attention has been given to demonstrating strong construction in the garments.

ONE of the latest books of the Aeolian Company, New York, describes the Orchestrelle, showing views of the instruments installed on the yachts and in the palaces of royal personages. Like all this company's literature, it is gotten up sumptuously.

THE Atlantic National Bank of Jacksonville, Fla., sends out a clear, compact, informing booklet for the enlightenment of prospective depositors. The cover is not as good as the booklet—bronze *can't* be made to stand out on white paper.

"Just a Little Jogger" is a vest-pocket booklet from the Barrett Hardware Co., Joliet, Ill., listing the several hundred-odd hardware trifles needed about a home. Prices complete the general tone of suggestiveness.

A WINNING booklet for Cravenette rainproof garments, from Heidelberg, Wolff & Co., 644 Broadway, New York, is composed chiefly of wash drawings illustrating the places and times a Cravenette may be worn, as coaching, yachting, sports, business wear, etc.

A SERIES of excellent folders sent to retailers by S. B. & B. W. Fleisher, Philadelphia, calls attention to the general advertising of Fleisher's Yarns, running in the principal women's magazines, as well as in foreign-language newspapers and certain English dailies.

THREE commendable booklets come from the United States Trust Company, Louisville. They are entitled "Your Trust Company," "Looking Ahead" and "Depositing Money by Mail," and, while containing more or less familiar information, they are complete and attractive.

THE excellent folder advertising of the City of Hamilton, Canada, described some time ago in *PRINTERS' INK*, is now supplemented with a fine handbook of that city for visitors, published by the assessment commissioner's department. It is interesting, handsomely printed, and has none of the "give-away" characteristics so inseparable from free guidebooks.

"THE Country Paper" is a small folder from the *Enterprise* and *Daily Light*, Waxahachie, Texas, giving facts about the two papers by way of interesting readers and local advertisers.

MAPS of the World's Fair are plentiful these days. One small enough for the vest pocket, yet complete as to detail, is issued for distribution at the exhibit of the Michigan Stove Company, whose home offices are in Detroit.

"PURE GOLD" is a catalogue of dentists' fillings, containing technical papers by well-known practitioners in addition to the regulation matter of a price-list. It is sent out by the Consolidated Dental Mfg. Co., 130 Washington Place, New York.

"AUDITING and Cost Accounting" is an interesting booklet on business systems, appraisement, examinations and other work undertaken by expert accountants and systematizers. It is issued by the J. Lee Nicholson Co., certified public accountants, 320 Broadway, New York.

A HANDSOME young woman with an excellent development of the motor face adorns the cover of an auto supply catalogue published by the Post & Lester Co., Hartford, Conn. Outward attractiveness is, in this case, an indication of a meaty catalogue, comprehensive and cleverly arranged.

THE summer trips and summer resorts of the Pacific Northwest are exhaustively described in the latest booklet of the Oregon Railroad & Navigation Co., Portland, Ore. The title of the brochure is "Restful Recreation Resorts," and it is thoroughly creditable to Rinaldo M. Hall, the company's advertising agent.

A FIFTH edition of the Great Northern Railway's valuable book, "Business Openings," is published from the St. Paul office. It describes hundreds of opportunities for merchandising and manufacturing in Minnesota, Iowa, Idaho, Montana and British Columbia.

THE Burlington's latest booklet on Colorado is a worthy successor to former brochures of this character. No expense is spared in making these booklets complete in information, while from the standpoint of illustrations and letterpress they are well nigh perfect. This example bears the imprint of Rogers & Company, printers, Chicago.

A COMPLETE set of printed matter used to promote an athletic carnival of the Y. M. C. A. at Marion, Ohio, shows a well-considered plan for reaching surrounding towns and various classes in Marion itself. In one place where there was no convenient train, advertising was employed to secure patrons for a special. During the three nights of the carnival seats were at a premium, people coming from considerable distances. The printed matter was crude in some cases, but carried a definite message, and the campaign on the whole was admirable.

## The Convictions of A Successful Agency

WE believe that to be of service in marketing an article, we must have an absolute faith in its merit and quality—a faith that would enable us to personally recommend it to an intimate friend.

HAVING this faith, we believe in the power of an enthusiasm which makes advertising copy glow with sincere conviction—an enthusiasm which “cold type” cannot chill.

TO enthusiasm, we believe, must be added practical business judgment, for, in the final analysis, good advertising is merely successful long-distance salesmanship.

WITH a rational faith in a good article, we believe that enthusiasm and good business judgment will move mountains of public indifference with the lever of printer's ink. It is our business to see that our preparation of copy and selection of mediums make the strongest possible lever.

WHEN public interest in the goods has been successfully aroused, we believe that our services do not end with the mere buying of space and preparing of copy, but should cover every phase of business building.

WE believe that, while there are, doubtless, general theories of advertising, there is no patent ready-made scheme which can be successfully adjusted to meet differing conditions—that each campaign must have a distinct personality of appeal.

WE believe that we give better service to our clients because we have no favorite mediums to feed, nor do we publish a directory. In plainer words, we have no job-lot space in publications which we are obliged to work off on our customers.

WE believe that our most eloquent testimonial is the list of our clients; that we can safely stand on our past and present work for them.

WE believe any advertiser would be justified in writing us fully regarding his future plans.

WE know we can be of service in marketing any honest product.

Frank Presbrey Company

Advertising

Three West Twenty-ninth Street

New York City

## THE SCOTT &amp; BOWNE NEWS-PAPER CONTRACTS.

NEW YORK, May 18, 1904.

Editor of PRINTERS' INK:

Our attention has been called to two articles that have appeared in one of the so-called journals of advertising in which our method of securing circulation statements is assailed and an attempt made to criticise it.

It is, perhaps, needless at this late date to defend our methods in advertising matters or to refer to our manner of settling all accounts when due. If it were not for the fact that these articles impugn our motives and indirectly affect the whole principle of circulation value it would be as well to let them go before the few readers reached by the publication in question.

Our contracts are based upon a number of conditions, among them being circulation. The publisher who secures our contract on ten thousand circulation a day is asked to prove that circulation at the end of the contract for the time our business has been running. If the showing is less, a pro rata reduction is made in the contract price. In other words, we pay for just what we get. Moreover, we ask that the information be furnished in the manner in which we want it. We have seen circulation statements of numerous kinds and have come across some picturesque examples of how reports can be garbled.

The dirty imputation that the system is used more to evade the payment of bills than to secure information can be refuted by every publisher with whom this firm has dealt. No paper enters into a contract with us blindly or without full knowledge of what our contract calls for. The exacting of a circulation statement along the lines of our printed forms is as much a part of the order as the clause relative to position. Every publisher realizes this, and if he cannot live up to the requirements he says so and the matter is dropped. There are others, however, who, knowing that they have no intention of fulfilling the conditions of the order, sign the contract anyway, trusting to their ability to get around the matter somehow at the end of the season. The information is nothing more than is available in every well-regulated newspaper office—a mere separation of the paid circulation from the unpaid. It is only natural that the publisher who gets a contract on ten thousand circulation and can prove only six thousand should bitterly revile our system and denounce it as an injustice. We can excuse him, but we have no sympathy for the upstart with a hand-out publication who works himself into a frenzy over something that is none of his business and with which he is not even remotely connected, who seems to be afflicted with a chronic grouch and whose mouthings of advertising subjects generally are as ill-timed and ridiculous as they are devoid of reason.

Whether our appropriation is large or small does not debar us from knowing what we are getting for our money. Our appropriation is large enough to suit us and is sufficient to take in about all the papers that are worth having in this

country and abroad. In this connection it is worthy to note that the size of an ad does not always indicate the promptness with which it will be paid for. We find that despite the great handicaps under which we are working, according to the articles referred to, we are still able to meet our obligations, a point which publishers have come to regard as more desirable than a large contract and no money. Such unimportant facts as these, however, do not impress a man who is out to misinterpret and put a false construction on whatever is brought to his attention by some one who could not "deliver the goods."

Yours truly,

*Scott & Bowne*  
Advertising Dept.

## NOTES

THE "Talisman" series of job type, a letter worth the attention of advertising men, is shown in a small booklet from Barnhart Bros. & Spindler, Chicago.

A UNIQUE folder made up of arguments in letter form, illustrated by semi-humorous pictures, is the latest piece of literature sent out by the MacCarthy-Evans Tailoring Company, St. Louis.

EVERYTHING for the marksman and hunter is shown in the latest catalogue of the J. Stevens Arms & Tool Co., Chicopee Falls, Mass. The book consists of 136 pages, and is handsomely printed.

THE engraving department of Barnhart & Swasey, San Francisco, issues a handsome booklet with specimens of work, and stress is laid upon the firm's facilities for competing with the engraving houses of big Eastern cities.

## RIPANS AD PHRASE.



ONE GIVES RELIEF.



# Exceeding 2,375,000 Subscribers

has been the average circulation for the past  
year of the five papers put out by

## The Vickery & Hill Publishing Co.

This represents

### A Commonwealth in Itself

made up of thrifty, honest people in small towns and villages, and on the farms. No waste circulation here for the mail-order dealer. Every person is a prospective customer. Appeal to them rightly, and your returns will be tremendous.

## THE VICKERY & HILL LIST THE AMERICAN WOMAN GOOD STORIES

Home Office: Augusta, Maine

E. H. Brown, Boyce Bldg.    C. D. Colman, Flat Iron Bldg.  
CHICAGO                      NEW YORK

Sworn statement of circulation on file with Geo. P. Rowell & Co.

## READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Mr. T. A. Hull, adwriter for Hull Bros., of Clinton, Ill., sends for criticism an eight-page-and-cover booklet and a form letter announcing the change from a credit to a cash business, and two large circulars quoting the cut prices that are made possible by the change. The whole scheme is carefully conceived and well executed. The reasons for the change are logical and convincing and are stated in a way that ought not to offend any customer whose trade is worth having. There is too much matter in the booklet for reproduction here, though probably not too much for a clear statement of the case; but the letter outlines the conditions that are detailed in the booklet and it reads as follows:

**HULL BROTHERS,**

Successors to T. Hull & Sons,  
Groceries, Dry Goods and Notions,  
East Main Street.

CLINTON, Ill., April 4, 1904.

DEAR FRIEND—As you will see by accompanying booklet we are about to enact a radical change in our business system. This change is not made on the impulse of the moment, but only after long and careful consideration of the question, and the counsel of men mature in years and experience. We ask your careful perusal and consideration of our little booklet: "Credit or Cash? Which and Why?" in which we have shown some of the reasons why the credit system is a curse alike to merchant and prompt paying customers.

We confess it is not without many regrets that we make this announcement to such customers as yourself. Your account is one which it has been a real pleasure to carry. We appreciate the fact that your ACCOUNT has been worth more to us than your CASH will be because our profits have necessarily been larger under the credit system. In fact it is only the value in which we have held such accounts as yours which prevented us taking this step long ago. But not forgetting this fact we ask you to remember also the scores of unworthy persons who, taking advantage of the credit system, elude the payment of their just debts, and render what might otherwise be occasionally helpful to the customer—positively harmful to both customer and merchant.

Did we think that this change would mean a severing of our business relations, which (on our side at least) have proven so pleasant in the past, we should

indeed feel it keenly. But why should it? We shall conduct our business on the same straightforward, upright principles which have always characterized it; we shall carry the same high-grade, dependable merchandise as heretofore; and we will be in a position to sell it cheaper than ever before. These points we believe you will not fail to appreciate.

We shall be pleased to have you call at the store and talk the matter over with us personally. Thanking you most heartily for your kindly interest, patronage, and loyalty in the past, and wishing you renewed success and prosperity in the future whether you take kindly to our plan or not. We are

Very sincerely yours,

HULL BROS.,

Successors to T. Hull & Sons.

Watch for Hand-bill of prices later.

The circulars embody a brief statement of the change from credit to cash, with excellent arguments; but perhaps the best arguments are the cut prices, of which there is a long list. I presume that the Hull Bros., who, by the way, are grocers, will send copies of the booklet, letter and circulars to merchants who contemplate a similar change in methods, and I would advise such merchants to write for them, not forgetting to enclose stamps.

*This is Very Good, but "The Smallest Possible Sum of Money" is a Very Indefinite Statement and the Price in Dollars and Cents Would Have Taken Less Space.*

### Where We Stand

The masculine idea of furniture is, "Let us be comfortable!"

The feminine idea is, "Let us make the house pretty."

The Paine idea is, "Let us do both on the smallest possible sum of money."

Here is comfort, beauty and low cost combined. It is a deep-seated, high-armed, long-roll Rocker that is as luxurious as a bed. It has a frame inlaid upon a deep mahogany finish with a floral design.

**PAINE FURNITURE CO.,**  
Rugs Draperies and Furniture,

48 Canal Street,  
Boston, Mass.

*Quality Rather Than Price is the Peg For the Rejuvenation of Last Season's Suit.  
To Hang Ice Cream Ads On.*

## Don't Disappoint Your Guests

When you give a dinner or a luncheon or a picnic party or any social affair don't disappoint your guests by serving inferior cream.

Most people expect Besse's Ice Cream because they know it is the standard of excellence.

Besse caters for Weddings, Parties, Banquets and gatherings of all kinds.

P. & J. BESSE,  
701 Main St., Hartford, Ct.

*A Good Scheme that Will Work Most  
Anywhere.*

## This Splendid Refrigerator Free

On June 30 we will give away this splendid Family Refrigerator on the following plan: Everybody making a cash purchase of one dollar (\$1) or more will receive a numbered ticket for each dollar's worth—for instance, a five-dollar cash purchase will entitle the buyer to five tickets, etc. On June 30, at 3-30 p. m., at our store, all the coupons clipped from the tickets will be placed in a receptacle, shaken up, and some disinterested party will draw one out. The holder of the lucky number drawn will receive the refrigerator. Tickets will be presented with all cash purchases until June 30 next.

Description of the premium: This refrigerator is the celebrated "Leonard" make. It is quartered oak, has eight walls, insulated with mineral wool. It is porcelain lined, has water cooler, double front doors and top door. Holds 108 lbs. of ice. It is one of the best styles, and is fully warranted. Its value, \$35.

Take advantage of the reduced prices we are now offering throughout our store, and at the same time secure as many chances as possible on this fine refrigerator. On exhibition in retail department, College street. Ask to see it.

GRAY & DUDLEY HARD-  
WARE CO.,  
College St. Market St.  
Nashville, Tenn.

## "It's Certainly a Sight

And I really don't expect you to make much out of it." That's what a man said to us the other day when he brought in the greasiest, dirtiest suit of clothes we've seen in many a day. But, say, he didn't know what we can do. We took the suit, thoroughly cleaned it, gave it a new collar, pressed it into shape, creased the trousers; and, well, he didn't know his own suit when he came after it.

Haven't you a suit that needs a little of the same thing?

JOHN HANSLER,  
40 Monroe St.,  
Memphis, Tenn.

*No Matter What's the Matter Call up 78.*

## Palace Livery Barn and Live Stock Headquarters

Call up phone 78 if in need of livery of any kind. If you want your horses clipped, send them to the barn or call up phone 78. If you want to buy a family horse, driving horse of any kind, or horses or mules for farm work, see Snyder at Palace barn or call phone 78. If you want your colts broken to drive or work, send them to the Palace barn.

Snyder will sell your horses and mules. See him.

If in need of a competent veterinary, call Gibbs. Phone 78.

English Fox Terrier Pups for sale—Palace Barn. Phone 78.

J. D. SNYDER, Prop.,  
Winfield, Kansas.

*"Springy."*

## Beautiful Green Lawns

are secured by sowing our mixture of Lawn Grass Seed, which we sell for only 10 cents a pound.

We also sell Raw Ground Bone, the best fertilizer for lawns.

JOHN W. SEAMAN,  
145-147 S. Main St.,  
Washington.

## NOTES.

COMPLETE bathrooms, as well as bathroom and sanitary conveniences, are shown in a fine booklet for general distribution, issued by the J. L. Mott Iron Works, New York.

A LIST of the 207 fires caused in St. Louis by coal oil and gasoline last year is made the basis of some very effective arguments, by the Laclede Fuel Light Company, that city.

SWIFT & COMPANY, Chicago, give each visitor to their plant at the stockyards a factful little booklet containing information about the various departments and the magnitude of their business.

*Advertising Wisdom* is a new periodical for the promotion of the interests of the Cramer-Krasselt Co., Milwaukee, and takes rank among the best of the publications put out for this purpose by advertising agencies.

Two style booklets from Washer Bros., Fort Worth, Texas, show clothes for men and boys to excellent advantage. The contents have been condensed to the proper point, and judicious use has been made of color in covers and illustrations.

THE desk telephone has rendered obsolete the conventional wall card for listing telephone numbers, and that well-known advertising novelty is transformed into a neat desk book, with alphabetical index, by the Meyer-Rotier Printing Co., Milwaukee.

A HANDSOME sample book of wedding invitations and other social stationery is sent out by the mail order department of the Maverick-Clarke Co., San Antonio, Texas. The specimens are all engraved, and the book is costly, but the impression it makes must result in orders."

THE *Caille Plugger* is an odd little monthly periodical for retail merchants, setting forth the manifold beauties and sure profits of coin slot machines. It is published by the Caille Brothers Company, said to be the largest makers of these devices in the world. The home office is at Detroit.

A SPECIMEN of the store news circulars issued at intervals by E. M. Austin, Litchfield, Ill., shows the general scheme of the city stores' newspaper pages very intelligently applied to the needs of a smaller business. The matter is cut up into small stories, well told and illustrated, and is thoroughly attractive.

A CAR card folder from Barren G. Collier, controlling Baltimore cars, contrasts this medium with every other form of advertising, entirely to the advantage of the cars of course. The arguments look well on paper, but are not so convincing as they might be. Better dwell on the advantages of your own medium and leave the others alone.

"SHORT TOURS from Portland" is a small folder with suggestive outlines of water trips, distributed by the Oregon Railroad & Navigation Co., Portland, Ore.

"A BRIEF History of Lubrication" is a booklet that will interest anybody who associates intimately with machinery. It is sent out by the Keystone Lubricating Co., Philadelphia.

THE latest circulation statement of the *News*, Fort Wayne, Ind., is printed on a tasteful folder, together with an exposition of the publisher's belief that advertisers buying space have a right to know what they are getting.

*Blanchard's Red Book* is an interesting illustrated monthly magazine intended to be suggestive to men who prepare business literature. It deals with the fundamental principles of good printing, and is published by the Blanchard Press, 268 Canal street, New York.

"THE Art of Telephoning," a short credo on this subject exemplifying the part the telephone plays in the life of the great retail store, is sent out in folder form with the compliments of Waldo P. Warren, advertising manager for Marshall, Field & Company, Chicago.

SOME of the literature of Lignell's Guaranteed Drug Store, Superior, Wis., shows that the proprietor is energetic in putting store news into packages and keeping the people on his country mailing list informed of leaders. The folders are inexpensive, but informing and effective.

"DYEING THOUGHTS" is a booklet from Jules Doux, Utica, N. Y., describing the advances made in the art of dyeing fabrics, feathers, etc., and contrasting present methods with those of the days when the art was regarded as a "trade." The arguments are convincing, and the list of articles that may be dyed is so complete and suggestive that there can hardly be any question of results.

## BUSINESS TERM.



WATERING THE STOCK.

## Advertising Agencies.

Advertisements under this head, two lines or more without display, 10 cents a line. Must be handed in one week in advance.

## ALABAMA.

**A. A. Z. ADVERTISING CO.**, Mobile, Alabama. Distributing and Outdoor Advertising.

## CALIFORNIA.

**CURTIS-NEWHALL CO.**, Los Angeles, California. Estab. 1886. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. PACIFIC COAST ADVERTISING, 25c. copy; \$2 year.

**BARNHART AND SWASEY**, 107 New Montgomery St., San Francisco—Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertisers money by advising judiciously for newspapers, billboards, wall signs, street cars, distributors, etc. Can place goods with wholesalers and retailers. Knowing Coast conditions, we can place your advertising without waste. Write for booklets.

## DISTRICT OF COLUMBIA.

**FOR 3-line Want Ad** in 15 leading dailies. Send for list and prices. **L. P. DARRELL**, ADVERTISING AGENCY, Star Bldg., Wash., D. C.

## ILLINOIS.

**FRED W. KENNEDY ADVERTISING AGENCY**, 171 Washington St., Chicago, can place your work in any publication. Writes advertising.

**OUR ADVERTISERS' POCKET GUIDE** contains the best pullers among dailies, weeklies and monthlies. Sent free. **GUENTHER BRADFORD & CO.**, Newspaper and Magazine Advertising (est. 1885), 109 Randolph St., Chicago.

## KENTUCKY.

**H. M. CALDWELL Adv. Ag'cy**, Louisville, plans, prepares, places advertising; newspapers, mags.

## MARYLAND.

**MILBOURNE ADVERTISING AGENCY**, Baltimore. Estab. 1876. Newspaper, magazine, outdoor advertising written, planned, placed. Don't spend \$1 in Md. before getting our estimate.

## MICHIGAN.

**THE SHAW-TORREY CO. LTD.**, 719-731 Michigan Trust Building, Grand Rapids, Michigan. Magazine and newspaper advertising. Fine equipment and art department.

## NEW JERSEY.

**MAIL** order advertising a specialty. **THE STANLEY DAY AGENCY**, Newmarket, N. J.

## NEW YORK.

**O'GORMAN AGENCY**, 220 Broadway, N. Y. Medical journal advertising exclusively.

**ALBERT FRANK & CO.**, 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**GEO. P. ROWELL & CO.**, 10 Spruce St., New York, have representatives calling in person upon newspapers and retailers, taking up State by State, and offer advertisers the unusual facilities of this service. Schemes for introducing and selling goods.

**NORTH AMERICAN ADVERTISING COMPANY**, 100 William Street, New York. The only co-operative advertising agency in existence. Places advertising in all classes of mediums. Affiliated with the American and Foreign Trading Co., which handles American goods abroad and foreign goods in the home market. Communications from manufacturers desiring larger output requested.

**HICKS NEWSPAPER ADVERTISING AGENCY**, (Established 1890.)

132 Nassau Street, New York. **WILLIAM HICKS**, **FRED G. HUSSEL**, One of the agencies in the list published by **PRINTERS' INK** as "thoroughly reliable." Thirty-five years' business experience at the service of advertisers who desire to use the leading newspapers and magazines.

## OHIO.

**CLARENCE E. RUNEY**, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Outdoor Advertising. Printing, Designs, Writings.

## PENNSYLVANIA.

**FOLEY & HORNBERGER**, Advertising Agents, 1200 Commonwealth Bldg., Phila. "Less Black and White, and more Gray Matter."

**THE H. I. IRLAND ADVERTISING AGENCY**, (Established 1890), works with as well as for clients. Plans and places advertising in newspapers and magazines. Creates mail-series of folders and cards to reach the trade. 925 Chestnut Street, Philadelphia, Pa.

## RHODE ISLAND.

**O. F. OSTBY AGENCY**, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

## CANADA.

**FOR \$4.50** we insert 25 words, classified, once in best 13 dailies of 15 largest Canadian cities; 3 insertions, \$12. Sent cash with order. **DESBARATS ADV. AGENCY LTD.**, Montreal.

## A REAL ADVERTISING ABUSE.

Some newspaper publishers have but a slight realization of the actual degree of that indecency which they are sending into the homes of their readers. There can be no doubt that readers are going to take a decided stand against the affront they are offered. It is rather surprising that the revolt is not already apparent, but it is developing. The clergy have been denouncing the news columns as sensational and unfit to read, and in doing so have quite overlooked the advertising columns. The reader of a newspaper may overlook such news as does not suit his or her taste, but from the indecent, glaring, staring advertisement there is no escape. You open your paper and there is the nasty, suggestive matter looking you square in the eye. Is it right? Is it fair to the women readers you boast of including in your circulation? Does it not impress an advertiser that no women read your paper—and women readers influence an advertiser in selecting his medium, you know. Does any ad rate, however high, justify your sending filth into clean homes? Would you countenance it if some concern placed literature of such a character in your own homes? Certainly not. The first action you would take would be in the form of a warm editorial condemning the firm. How beautifully inconsistent does an attack on indecent literature look in a newspaper which each day carries column after column of vile advertising! Suppose the respectable outdoor publicity men—you despised competitors—should accept such advertising as is now running in many of your papers—what then? How the newspaper would clamor for its removal! One doesn't see vile advertising on many boards; one sees none in the streetcars. Why should it be seen in the newspaper, which assumes the role of "molder of public opinion?" There is absolutely no excuse for the publisher who carries indecent or questionable advertising in his columns. The plea that he needs the money is a very poor excuse.—*John F. Forbes, in Newspaper-dom.*

## WHY YOU SHOULD SUBSCRIBE TO PRINTERS' INK!

PRINTERS' INK has always been a *practical* journal of advertising. It was the pioneer in this field. It is still the best. Its circulation has until now been confined chiefly to men actually engaged in advertising, no special effort being made to put it into the hands of young men and women in other fields desirous of studying the subject.

\* \* \*

Modern advertising has grown to a point where it is necessary for PRINTERS' INK to widen its scope. Wrong impressions have been created as to the fabulous salaries paid advertising men. The profession has been exploited as an easy road to wealth—which it is not. Advertising as a calling is as well paid as any other field of business endeavor and offers as good opportunities for advancement.

\* \* \*

PRINTERS' INK holds out no false ideas and vigorously opposes the "get-rich-quick" sentiment. To the business man or woman who will read our journal for a year, week by week, intelligently and studiously, it will give a clear, practical insight into advertising as it is actually applied to the whole field of business. It will tell how bright men plan and manage publicity. It gives tangible experience, aiming to set forth what has been accomplished rather than what has been said.

\* \* \*

PRINTERS' INK teaches by example, not only advertising, but principles and practice, which are really the foundation of advertising. During fifteen years the "Little Schoolmaster in the Art of Advertising" has been the means of increasing the earning power of hundreds of business men. The paper has grown with advertising and creates methods which its intelligent readers turn to account in many ways.

\* \* \*

As a consequence it is to-day at the head of the advertising world in this and also in foreign countries, where its sale is increasing. Its best reference is any advertising man.

\* \* \*

Every business man who is in any form interested in advertising should be a reader of PRINTERS' INK. The annual subscription price is five dollars per year—less than ten cents a week. Sample copies ten cents. A three months' trial subscription will be entered upon receipt of one dollar. Published every Wednesday.

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